

LIFE



TRADING STAMPS, A CRAZE
FOR HALF OF U.S. FAMILIES

THE DISPUTE OVER SANCTIONS

REUNION IN PORTUGAL:
ELIZABETH AND PHILIP

20 CENTS

MARCH 4, 1957



Griller Diller !

Recipe from
Western Hills Hotel,
Fort Worth, Texas



... that's what barbecue enthusiasts call A-1. Sauce! It's so marvelous for all outdoor cooking—helps to tenderize, adds zesty herb-and-spice richness, gives a special flavor lift! Prove it with this recipe:

| | |
|--------------------------|---------------------------|
| 5 tablespoons A-1. Sauce | 2 tablespoons brown sugar |
| 8-ounce can tomato sauce | 2 tablespoons salad oil |

Mix ingredients and bring to boil. Brush sauce on halved broilers, place on grill, cut side down. Grill slowly about 25 minutes, or until tender, turning and basting often with remaining sauce, till chicken is crackling crisp and brown. Then call the crowd for chicken that's a real thriller diller! Outdoors or indoors, as a "pour-on" or a cooking ingredient—A-1. Sauce has a matchless flair for making foods exciting. How's your supply? Better put A-1. Sauce on your shopping list today!



Cooking's
fun
with **A-1.**

THE A-1. SAUCE COMPANY DIVISION OF HEUBLEIN, HARTFORD, CONN.



Available in choice of colors:
white, pink, yellow and green

Philco-Bendix Home Laundry Appliances are brought to you by the Philco Corporation

LOOK AHEAD... *and you'll choose* PHILCO



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Just toss your soiled clothes into the Philco-Bendix DUOMATIC washer-dryer combination. When you come back, they are ready to be worn, ironed or put away. For the DUOMATIC is a washer and a dryer — it's two in one.

This "miracle" machine actually washes cleaner than any other washer, dries *faster* than any other combination. Think of it! With one setting of the dials, you get clothes that are washed clean, completely dry, sweet-smelling and *sanitized*.

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This One



6KY2-PG7-TGN9

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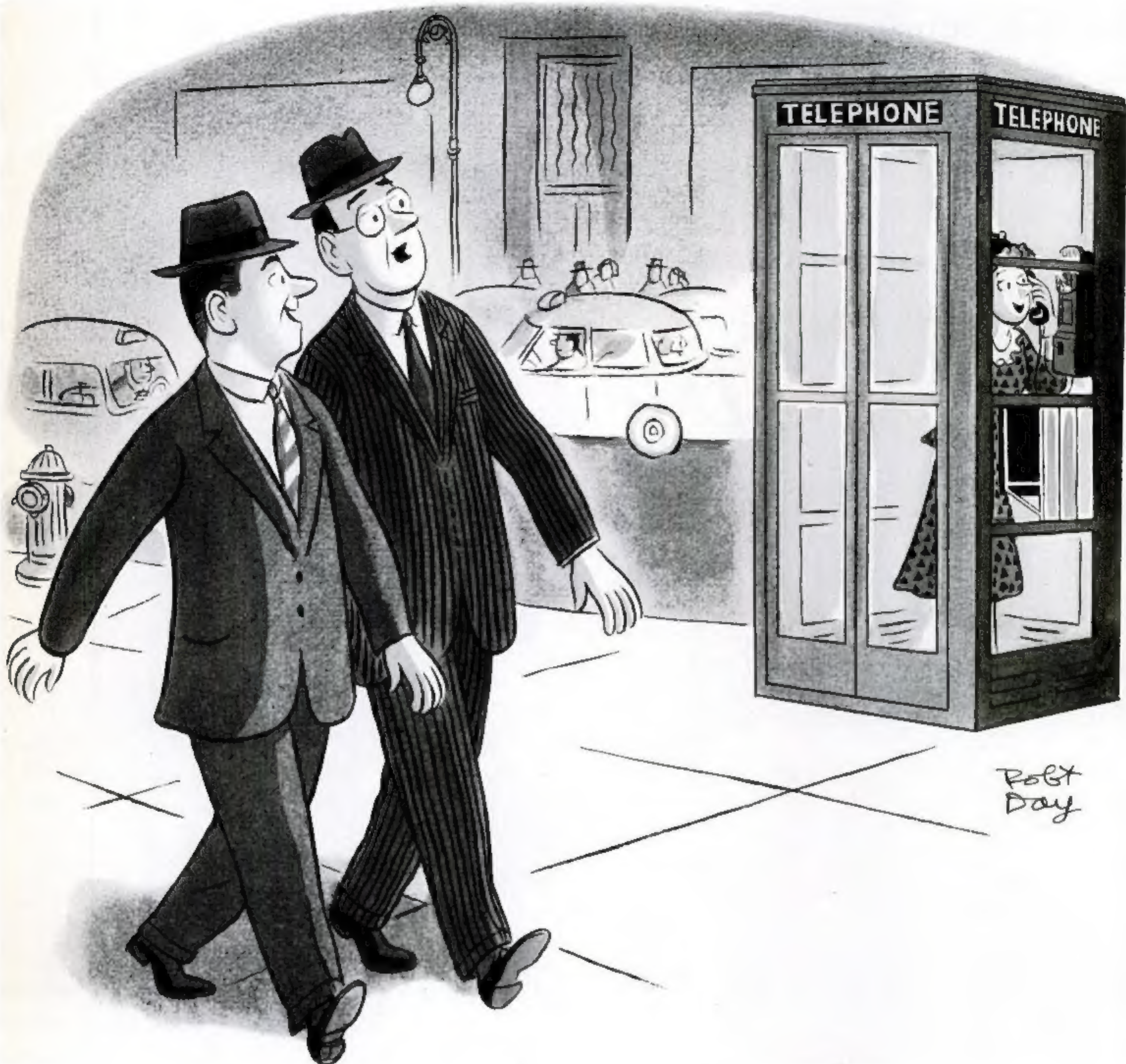
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"Telephones are ubiquitous?"

"Yes, telephones are ubiquitous"

Robert Day, the well-known cartoonist who drew this picture, was a little afraid there might be some people who wouldn't know what we meant by ubiquitous. "It's a pretty big word," he said.

"Don't worry," we told him. "We'll just put in a little reminder that the dictionary says ubiquitous means 'existing or being everywhere at the same time.'"

There's surely no better way to describe telephones! They're not only in millions of homes and offices but just about everywhere you go. In stores and at gas stations! At airports, bus depots and railroad stations! Out-of-doors!

Throughout the country, there are hundreds of thousands of these public telephones for your convenience.

So the next time something comes up when you're away from home or the office, or there's some news you'd like to share with someone, just step up to one of those nearby telephones and call.

You can save yourself a lot of running around, be a number of places in a few minutes, and get things settled while they are fresh in your mind.

Working together to bring people together . . . **Bell Telephone System**



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Spun-lo®



INDUSTRIAL RAYON CORPORATION, CLEVELAND, OHIO, Producers of Dul-tone®, Covaire®, Cowington®. Sales Office: 500 Fifth Ave., N. Y. 35. Waterproof versions of these fabrics are Syntlon processed



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A BLEND...OF RARE SELECTED WHISKIES • SIX YEARS OLD

New products for daily living



Sealed germ-free inside glass tube, outside new Dr. West's Germ-Fighter stays anti-bacterial

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NEW TOOTHBRUSH COMES OUT GERM-FIGHTING

Nobody ever made a toothbrush that stays so clean and safe as this new Dr. West's Germ-Fighter. Every bristle—the entire brush head is treated by an anti-bacterial process*. It destroys or inhibits germs that lodge on and hold to it . . . whether they are picked up while brushing or fall on it while the brush hangs in the bathroom. And this germ-fighting action is effective for up to 4 months in use.

*Facts applied for



DOES YOUR TOOTHBRUSH SOMETIMES TOUCH OTHERS? When you have a new Dr. West's Germ-Fighter your toothbrush stays sanitary, anti-bacterial for up to 4 months in use.



Maybe you don't know what good sleep is!

Do you dread your alarm clock—or do you greet each new day with a smile?

Doctors say, it isn't so much how *long* you sleep, but how *well*.

And if you don't know what good sleep is, better think about a better mattress, better for you.

Yes, discover the wonderful difference in AIRFOAM! The new aid to sounder sleep that millions have switched to. Try an AIRFOAM mattress right in the store. Feel the difference in its smooth, untufted surface. Then rest on it—and you'll know you'll sleep, sleep, *sleep* as you never have before! Goodyear, Foam Products Division, Akron 16, Ohio.

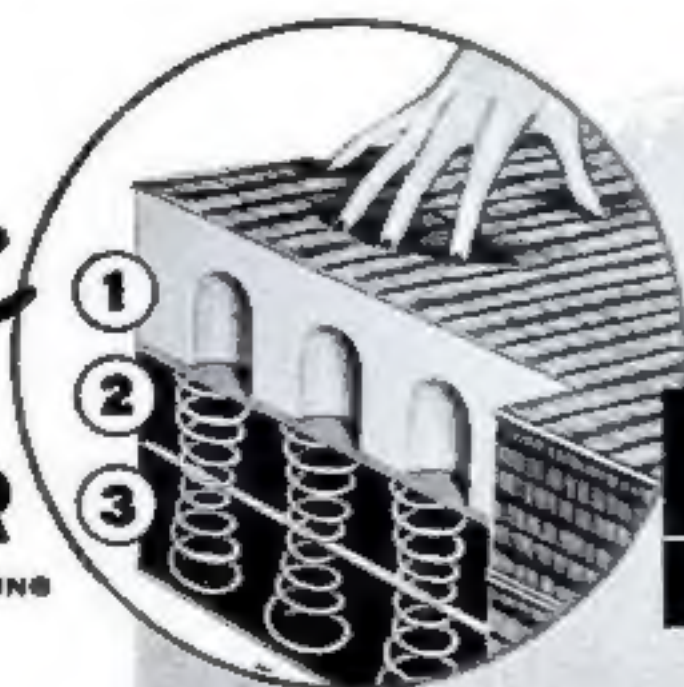
See how AIRFOAM starts your best days the night before:

- **Relaxes tension zones**—gentle up-lift helps ease taut nerves, tense muscles
- **Firm support all over**—mattress strongest where weight is greatest
- **Boon to allergy sufferers**—no dust, lint or fluff generated
- **"Breathes" fresh air**—stays inviting, sleep-inducing, without turning

- **Holds shape for life**—all-one-piece, nothing to sag, snag or break down
- **The sleep that's 3-layers deep**—gentle AIRFOAM (1) is next to you, the springs are down where they belong—resilient layer (2), firm layer (3), in the Englander RED-LINE foundation!

Ask for AIRFOAM-Englander wherever modern bedding is sold.

Airfoam
MADE ONLY BY
GOODYEAR
THE WORLD'S FINEST, MOST MODERN CUSHIONING



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THE FINEST NAME IN SLEEP

Airfoam—T.M. The Goodyear Tire & Rubber Company, Akron, Ohio
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THE BIG AND LITTLE OF IT—Largest and smallest of Allwork presses working on bumper brace parts for Chevrolet Division of GM.

How a young California couple built a million-dollar business with some help from General Motors



HUSBAND AT WORK—Donn Sigerson, Ted Cuelis and Jack Swift figure out production problems on filler panel for Chevrolet Division of GM.



MONDAY EVENING QUARTERBACKS—Donn Sigerson and his department heads at one of their Monday conferences where problems are reviewed, production headaches ironed out.

WHEN IT COMES to building a business of your own—the good old days have nothing on the present. As always in this country —“where there’s a will there’s a way.”

And what more convincing proof of this than the “try, try again” story of Donn and Barbara Sigerson, proud owners of the Allwork Manufacturing Company of Oakland, California.

Right after World War II, Donn and Barbara made two important decisions. One, to get married. Two, to merge their talents in a business of their own. For Donn was a skilled engineer—Barbara, a highly trained industrial designer.

Starting on a “Shoestring”

WITH NOTHING but small savings, a lot of brains, and even more courage — these young people started their own toy company. And in a surprisingly short time had built a successful business round Barbara’s design for a child’s scooter. When this ran afoul of a steel shortage — they started over with another idea of Barbara’s — an ingenious aluminum toy, called a Tumble Tub — a rock and roll device for



WIFE AT WORK—Barbara Sigerson in the new products division functions as industrial designer—analyzing new ideas and items submitted by others to Allwork for manufacture.

youngsters under ten. This worked fine until the Korean trouble threatened their aluminum supply — and their second try at a flourishing business.

But this time—Donn had another iron in the fire — and a good one — namely, General Motors.

How a Small Business Grows

SEEMS the Chevrolet Division—in typical GM fashion—was trying to line up some small suppliers in northern California.

Energetic Donn had been quick to contact them. Came home with a sample order



THEY DID IT THE HARD WAY — Donn and Barbara Sigerson, young married couple who refused to let tough luck keep them from building a successful business—their Allwork Manufacturing Company of Oakland, California.

for shims—a tiny piece of metal used to level the fit of a car body to its chassis. What's more, he got two other business firms to back him—his banker with a loan for production equipment, a steel company with assurance of a sufficient allocation of material.

So with just four workers besides themselves—Donn and Barbara's third venture was on the way. And—thanks to GM—what a way! The first order from Chevrolet was followed by others. In fact Allwork now produces 45 different types of parts for Chevrolet. Also manufactures a half-dozen parts for the Buick-Oldsmobile-Pontiac Assembly Division's plant in South Gate, California. Not to mention what Donn and Barbara's company produces for other motorcar manufacturers. It is not unusual for Allwork's monthly output to hit around 4,000,000 parts. Their annual sales volume is now well over the million-dollar mark.

And they're still pushing ahead. A new division of their company, Work-Rite Products, is researching new products for new markets. And Donn now has organized his own trucking company as a subsidiary

of Allwork. An example of little business growing into bigger business.

What has happened here in Oakland, California, has happened in hundreds of towns and cities all over the United States. Local manufacturers have found—if they meet delivery dates with quality products, that GM needs, at competitive prices — General Motors is interested in doing business with them. New money has flowed into their communities — and as a result these communities in every state in the Union share in GM's success.

How much they share is shown by the fact that outside sources of materials and services for GM receive, in total, close to 50¢ out of every dollar that GM takes in.

**Small Business
and General Motors:
A Continuing Quest
for Productive Competence**

Most of the 26,000 business firms supplying General Motors with goods and services are small businesses with less than 500 employees. Of these small businesses, 39% are relatively new GM suppliers—having worked with GM 5 years or less.

General Motors — Good people to work for — Good people to deal with



PLANNING FOR TOMORROW—Donn Sigerson, with his youngest son, Saxie, joins his local community Planning Committee in suburban Orinda to inspect a new real estate development.



JUNIOR TYPE ROCK AND ROLL—Sage and Saxie in Tumble Tub—aluminum play toy—in limited production—invented by their mother.

How to quiet "Shipping Nerves"!

Late shipping lost Dan lots
of dough and what's more
He developed neuroses—
in fact, he got sore!



Now Dan ships
with poise and finesse
Using swift, economical
RAILWAY EXPRESS!

The big difference is



Beware of shipping "bargains"! If you're paying extra for pickups, deliveries, or insurance, chances are you are not getting the most from your shipping dollar.

When you ship by Rail or Air Express, one fixed charge is all you pay from pickup to delivery, within vehicle area limits. No hidden costs or extra charges. It's always a real buy—swift, dependable and complete. What's more, you can speed shipments almost anywhere in the world through the international service of Railway Express.

LETTERS TO THE EDITORS

OUR SUNDAY SCHOOLS

Sirs:

Wesley Shrader's "Our Troubled Sunday Schools" (LIFE, Feb. 11) will prove to be the most important single literary contribution of the year.

REV. GENE VAUGHT

First Baptist Church
Ojai, Calif.

Sirs:

Last week's article by Wesley Shrader was an insult to thousands of sincere Sunday-school teachers.

REV. CLARENCE A. STENBECK

The Lutheran Church
of The Blessed Redeemer
Decatur, Ill.

Sirs:

If LIFE's article can rouse snoozing Sunday schools to rise to the occasion with an aggressive renovation campaign, the total church will feel the impact of this spiritual renewal.

RUSSELL F. HARRISON

World Council of Christian Education
New York, N.Y.

Sirs:

I am amazed that LIFE would print such an attack upon one of America's oldest and most helpful institutions, the evangelical Protestant Sunday school. Mr. Shrader's views are admittedly in contradiction to J. Edgar Hoover's views as well as many capable jurists.

We suspect there has been a glaring deficiency in Mr. Shrader's pastoral experience and spiritual training.

DR. WILLIAM A. ROBBINS
Acting Secretary General

The American Council
of Christian Churches
New York, N.Y.

Sirs:

It is encouraging to find that some church leaders are beginning to stir the old stagnancy of Protestant religious education.

As a former Sunday-school socialite, I recall it was only partly religious and rarely educational.

PALL WITHERINGTON, LIEUT., USAF
Ons Air Force Base
Falmouth, Mass.

Sirs:

As a pastor of a three church rural parish, I must confess that I am one of those ministers who is "badly informed about what goes on at the Sunday-school hour." The approach to the problem being made by The Church of The Savior in Washington, D.C. is most helpful. Thank you for this accurate account of a very present situation in many churches today.

REV. CHARLES L. WILLIAMS JR.

Natoma, Kan.

Sirs:

Tom and many other boys would have had better Sunday schools long ago if their parents had taken enough interest to bring them instead of sending them.

DIRK NELSON

Rockford, Ill.

OCCIDENTAL SCHOLAR

Sirs:

I was greatly interested in the "Oriental View of Occidental Scholar" in your "Museum Director's Choice" (LIFE, Feb. 11).

Here's a sketch by an unknown Japanese artist showing Commodore Perry's official photographer attempting to make a photograph of Perry's flagship. Friendly and curious dogs on the beach at Yokohama seem destined to prevent him from snapping the picture. I found it in an old (1860) Japanese picture book.

PHILIP KAPLAN

Long Island City, N.Y.



PERRY'S HARRIED PHOTOGRAPHER

OFFICE BUILDING

Sirs:

Tell me quick! I'm dying of curiosity. Why do the elevator operators in "The Many Different Lives of an Office Building" (LIFE, Feb. 11) have to have either red or black hair?

JOYCE HOPE LIBERMAN (blonde)

Pittsburgh, Pa.

● Because the building's manager likes them that way. He also stipulates: not more than 122 pounds, five feet two inches, 22 years at time of hiring.—ED.

NEW CHALLENGE FOR U.N.

Sirs:

Despite the fact that we have known India's Nehru to be nothing less than a land-grabbing (Junagadh, Hyderabad, Kashmir, Goa), power-hungry hypocrite, we have continued to let him kick us in the back whenever he pleased ("A Big New Challenge for U.N." LIFE, Feb. 11).

It is time the United Nations forced him to take a sip of his own medicine. Kashmir must be allowed to decide its own future.

S. DANIEL

Brooklyn, N.Y.

Sirs:

Having received no just decision from the U.N., India chose to settle

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DOWN BY JANE DERBY

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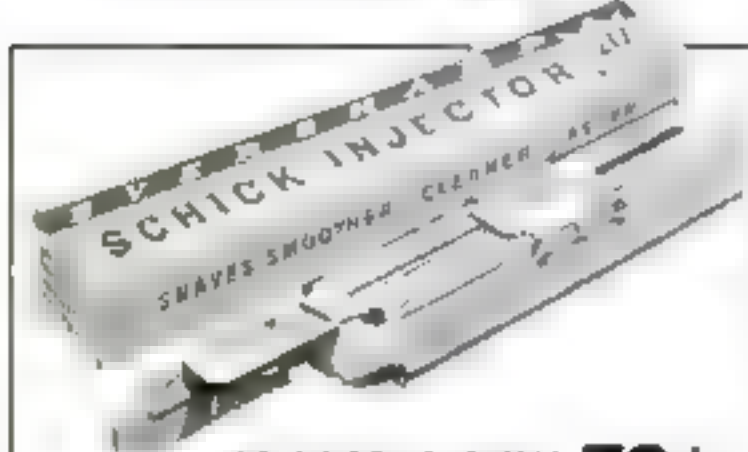
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the smoothest ...
the blades the sharpest ...
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LETTERS TO THE EDITORS

CONTINUED

the Kashmir matter independently. However wrong this choice might be in LIFE's opinion, the facts warranted no other course. LIFE assumes that if a nation will comply with the U.N., the decision will be just. The U.N. needs not only strengthening but a clearer understanding of the issues she attempts to judge.

MORTIMER W. CUSHMAN
Madison, Wis.

SUN BATH AT ZERO

Sirs:

Mrs. Mulrow of Neenah, Wis. is not the only tanned person in Wisconsin this year ("Sun Bath in Zero Weather," LIFE, Feb. 11).

Here is a picture of me in my "Suntana" unit, a portable affair only 18 inches square that opens to six by three feet. The aluminum sides also tilt to capture the last stray ray of the sun. Under ideal conditions (sun, with little wind) I can use it the year around.

JERRY A. BESNAH
Milwaukee, Wis.



BESNAH TAKES WINTER SUN BATH

CLOSE-UP

Sirs:

Of all the features in your magazine, I enjoy "Close-up" the most ("The Good Life and Jim Jones," LIFE, Feb. 11).

It is quite worthwhile to receive this insight into the lives of such people as Nathan Pusey, Arthur Larson and James Jones.

WILLIAM H. WINFIELD
San Francisco, Calif.

Sirs:

I read with great interest your story on James Jones. Two years ago I was one of a group of student reporters who interviewed him when he was in Bloomington, Ind. for a ballet. His most memorable quote, alas, could not be used in the campus paper: "I wrote *From Here to Eternity* as an enemy from the Army."

LYNN HOPPER
The Indianapolis Star
Indianapolis, Ind.

CONTINUED

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Arthur Godfrey



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You'll be tickled pink!

Pink Cameo—Pink T.N.T.—Strike Me Pink— just three of the many sparkling springtime pinks created for you by Cutex! And if you like just the lightest "blush" of pink, try the new Cutex shade, "But Naturally"! One color is prettier than the next... all so feminine and flattering with the new fashions!

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See the heavenly variety of Cutex pinks... all at such a down-to-earth price...
Lipstick, 69¢ and 35¢
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LETTERS TO THE EDITORS

CONTINUED



BLAINE IS GRADUATED

TEACHING BY TV

Sirs:

As a sequel to "Teaching by TV in Memphis" (LIFE, Jan. 28), your readers might like to know that Oscar Blaine, the 33-year-old illiterate L.A. pictured, has now learned the basics of reading and writing. Last Saturday, just 17 weeks after beginning the course, he and other members of the class received diplomas. Now they are in an advanced TV class and doing nicely. One reason for this success was the work of the Memphis section, National Council of Jewish Women. After I informed them of the possibilities of curing illiteracy over TV, they followed through magnificently. They mapped out charts of illiteracy and resources for the area and gained the interest of just about the whole city in the program.

KEITH J. NICHBERT
Program Director

Station W KNO-TV
Memphis, Tenn.

SPEAKING OF PICTURES

Sirs:

I don't believe there is a manjack sailing worth his ration of soap powder who couldn't spit to load and tell you the "Liberty ship" on page 8 is a Victory ship ("Ross Setting for a Famous Lady," LIFE, Feb. 11).

JOSEPH M. PORCELL
Narrowsburg, N.Y.

Sirs:

If that's a Liberty ship I'll row her across the Atlantic myself.
It's a Victory ship.

JOHN ORSOLICS
Allentown, Pa.



● LIFE was wrong. Liberty ships are flush-decked, while Victory ships have a raised fo'c'sle extending to the aft part of No. 1 hatch.—ED.

MISCELLANY

Sirs:

After a profound two-minute study of two bulldogs on page 122 ("Joining of Jaws," LIFE, Feb. 11), I find LIFE guilty of photographic license.

Three regular symptoms of impending hostilities sure are missing: rising hackles, snarls and presence of *canis belli* between the jaws of one or the other combatants.

My diagnosis: mutually friendly olfactory investigation.

A. J. ROSENBERG, M.D.
Roslyn, Pa.

● Owner Barrett Van Dyke says: "The dogs didn't growl and you couldn't see their hackles rise because of so many wrinkles. But they sure did fight. Took five men to separate them."—ED.

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NEW BROMO QUININE



When is a circle of friends not a circle?

Count over the people you're glad to think of as friends—or maybe just friendly acquaintances. Among them, surely, is a doctor or two. A lawyer, probably. A banker, a clergyman, a teacher, several merchants. And does your circle include a broker in a nearby Member Firm of the New York Stock Exchange? If not, you may be overlooking a very valuable friend indeed.

For a broker is the man who can help you invest your money wisely. He can help you take the *extra* money you so carefully set aside—after the bills are paid and emergencies provided for—and put it to work in good stocks and bonds with the idea of earning extra income for your family and your future.

He does it by helping you to invest in good stocks or bonds. You don't have to be rich, you know—two out of three shareowners have incomes under

\$7500 a year. And you can invest, through the Monthly Investment Plan, as little as \$40 every three months—up to \$1000 a month.

But before you invest you need facts—not tips or rumors. And remember, the prices of securities fluctuate like the prices of everything else. Sometimes a company may not pay dividends, may even lose ground in our competitive economy. Here's where the knowledge and advice of your broker are so important. For whether you are buying or selling, he will help you get facts about a company's record and its prospects—at no cost to you.

Free list of long-time dividend payers

There are some 280 stocks on the Exchange that have paid a cash dividend every three months from 20 to 92 years. Your broker will be glad to give you a booklet, "INVESTMENT FACTS," which gives the records of these durable stocks. It tells about the

earning power of common stocks and the cost of buying or selling them. It explains the Monthly Investment Plan, through which you can become part-owner of some of America's leading corporations on a pay-as-you-go basis and many other interesting facts.

If you haven't already done so, complete your circle of friends by getting acquainted with a broker in a nearby Member Firm of the New York Stock Exchange. A cordial welcome and a rewarding experience await you.

Or begin with the booklet, if you'd rather—just send the coupon.

Send for new free booklet. Mail to your local Member Firm of the Stock Exchange, or to the New York Stock Exchange, Dept. 7D, P.O. Box 252, New York 5, N. Y. Please send me, free, "INVESTMENT FACTS," listing stocks which have paid cash dividends every three months for 20 years or more.

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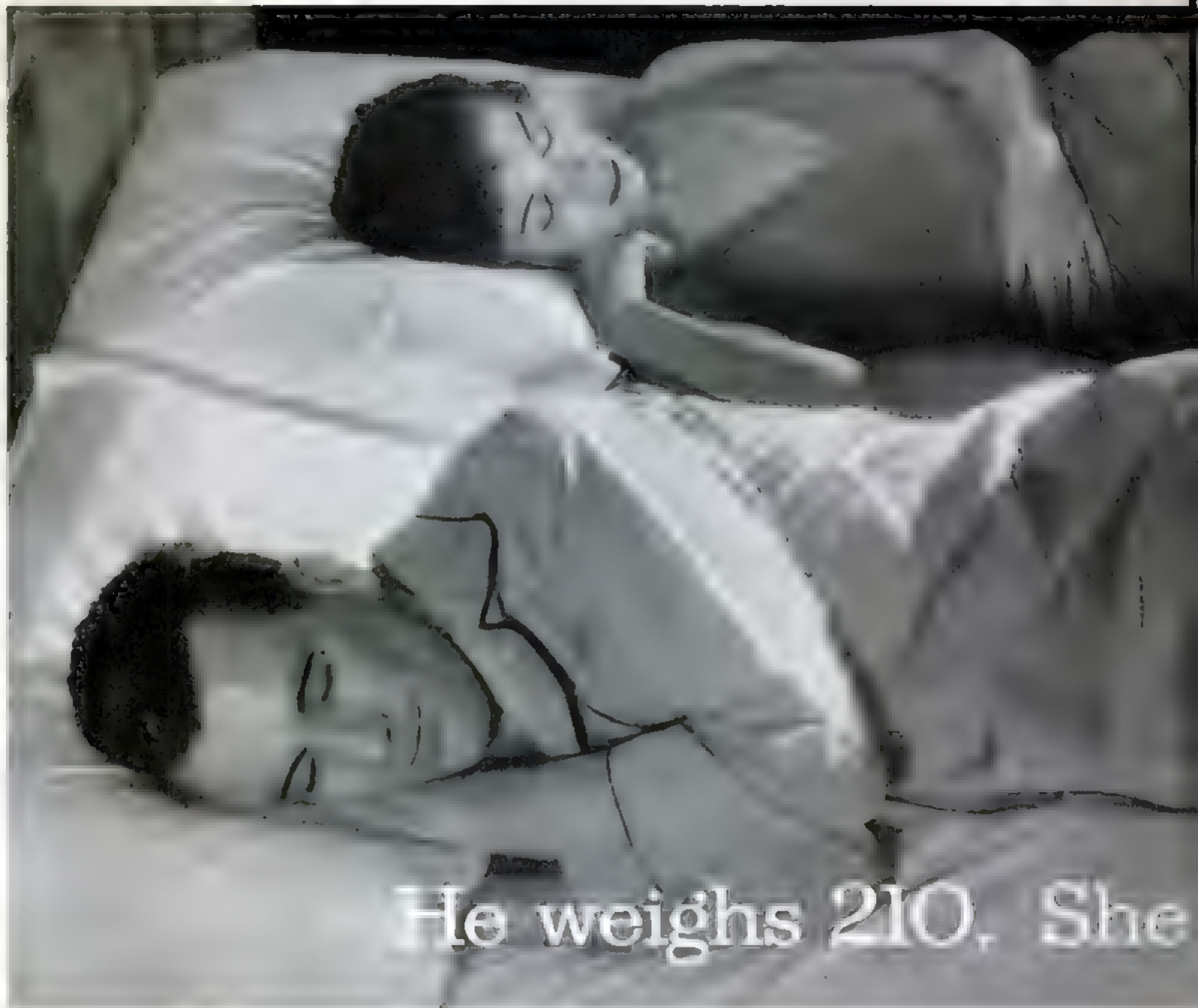
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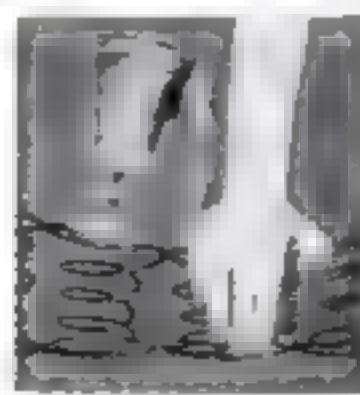
He weighs 210. She

Both get private, undisturbed

Only Beautyrest has independent springs. Only Beautyrest lets two sleep together in perfect comfort.

He just turned in his sleep. She sleeps on—undisturbed.

Only Beautyrest gives this private, separate comfort all night long, because it's the only mattress with independent springs. Instead of being joined together as in all other mattresses, each spring is strictly on its own.



"ORDINARY"



BEAUTYREST

See this water-glass test. See how glass topples over when you press down on nearby spring in

"ordinary" mattress. See how the glass remains upright on Beautyrest.

This unique construction principle means the heaviest husband can *never* disturb the rest of his lightweight partner.



Greater Single-Bed Comfort

If Beautyrest is so *right* for double-bed sleepers, think how *perfect* it is on a single bed. Independent springs give body-fitting comfort from head



weighs 102.

rest on BEAUTYREST

to toe. Coils give gently under the weight of your thighs, for example, yet firm up to support the small of your back.

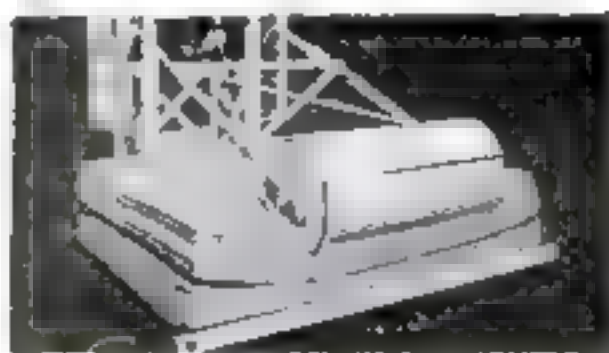
This means Beautyrest will never develop sag—a cause of sleeper's ache.

How Beautyrest saves you money

You can spend *more* than \$79.50, but you can't get more comfort or value in any other mattress in the whole wide world.

You can spend *less* than \$79.50, but you won't have a penny in the long run.

The ten-year guarantee of Beautyrest brings the price of \$79.50 down to about 2¢ a night. Beautyrest usually far *outlives its guarantee*. In the long run, Beautyrest is actually the best buy.



Outlasts all others 3 to 1

Under the nonstop rolling action of this 270-pound roller at the United States Testing Company, Beautyrest stood up longer than all the others. 3 times as long as the next best. Another reason you save when you insist on Beautyrest.

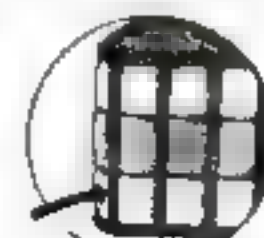
Only Beautyrest gives a choice of firmness

Choose the Beautyrest that suits you best. There's Beautyrest Standard model (for most firmness re-

quirements) and Beautyrest Extra-Firm model (for those who need or prefer it). Extra-length and extra-width Beautyrest mattresses also available.

Whichever you choose, be sure that you get the **MATCHING BEAUTYREST BACKSAVER BOX SPRING** with exclusive platform top, scientifically engineered to give maximum comfort and even greater Beautyrest durability.

P.S. Look for the border with the vertical double stitch lines . . . it identifies the Beautyrest mattress.



Only SIMMONS makes BEAUTYREST

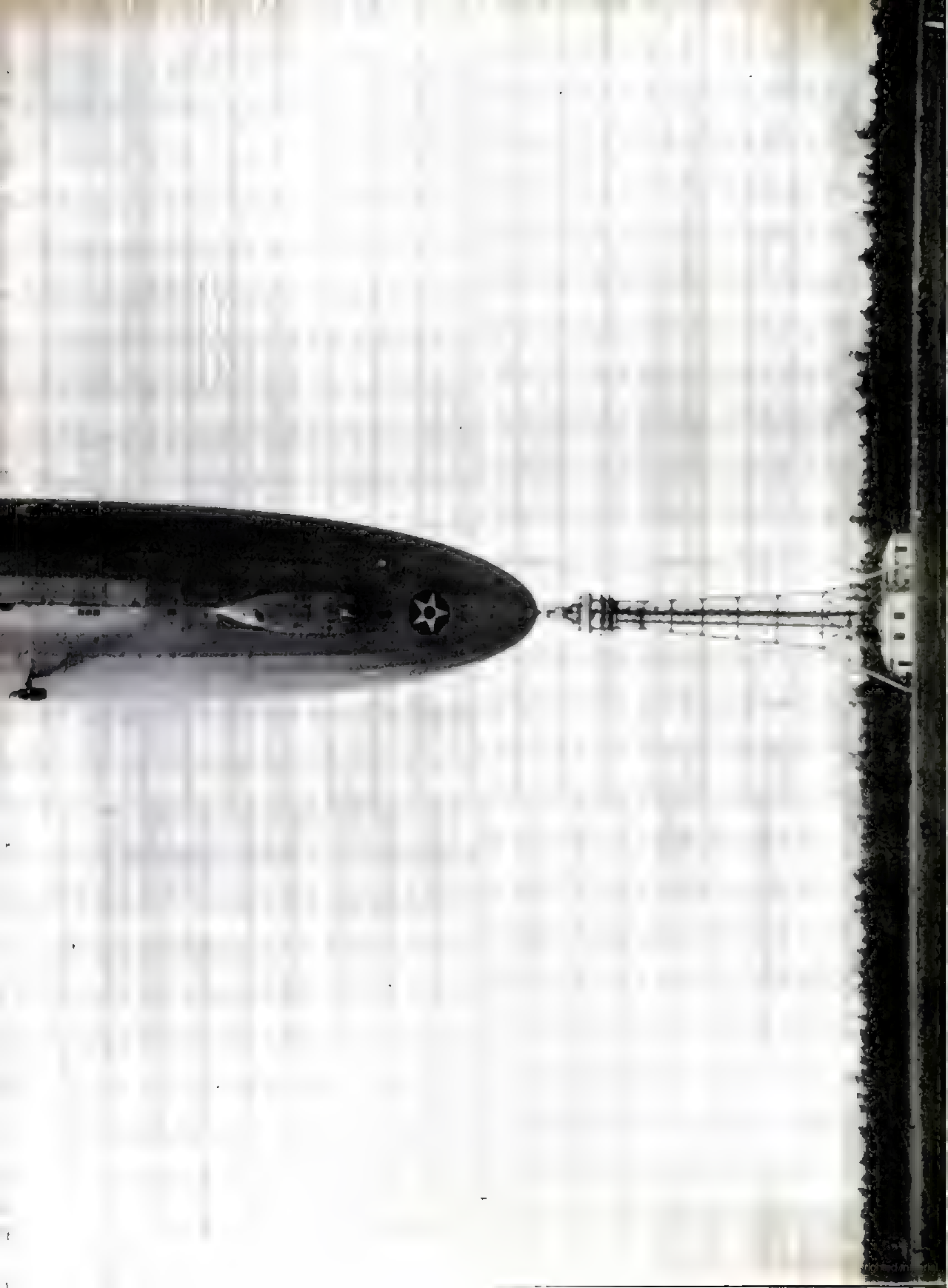
*Trade-mark Reg. U.S. Patent Office.
Copr. 1977 by Simmons Co., Mfg. Mart. Chicago, Ill.

An Incredible Nosestand

While busily examining archives and interviewing crewmen for his newly published book on dirigibles (*Ships in the Sky*; Henry Holt), Author John Toland kept hearing tall tales of how the Navy's huge *Los Angeles* had stood on its nose one balmy day in 1926. Intrigued, he spent months investigating the strange misbehavior, found an embarrassed Navy had filed and forgotten all pictures of the incident. Then he discovered one man had kept a photograph, now published for the first time.

Moored at Lakehurst, N.J., the ship was being readied for a flight by 25 crewmen working within her 700-foot hull. Suddenly a cool breeze blew in from the Atlantic, the air grew turbulent and her tail began to rise. The incredible ascent continued until the *Los Angeles* was standing on her nose. The ground crew looked on in horror, fearing ballast bags would tear loose and demolish the craft. Inside her envelope crewmen clung desperately to the girders. Then the ship swung slowly down on the other side of the mooring mast, came right side up with a roll and settled gently back to horizontal again. The only damage ever found was a welter of small holes punched in her nose by the pots and pans, spare carburetors, tools and oil cans that had rained down from storage nets as the *Los Angeles* stood on end.







Nothing in nature is fresher than a quality-built Dry Charge Delco

... not even a golden tulip only minutes old. When you buy a Dry Charge Delco battery you're getting the freshest power money can buy. Because this is the battery that can't get old before it's sold.

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All Delco batteries have long-life warranties, honored all over the United States and in Canada, too. Your Delco battery dealer has a size and model to fit your car—either 6-volt or 12-volt. See him when you want the freshest power ever packed into a battery—Dry Charge Delco.

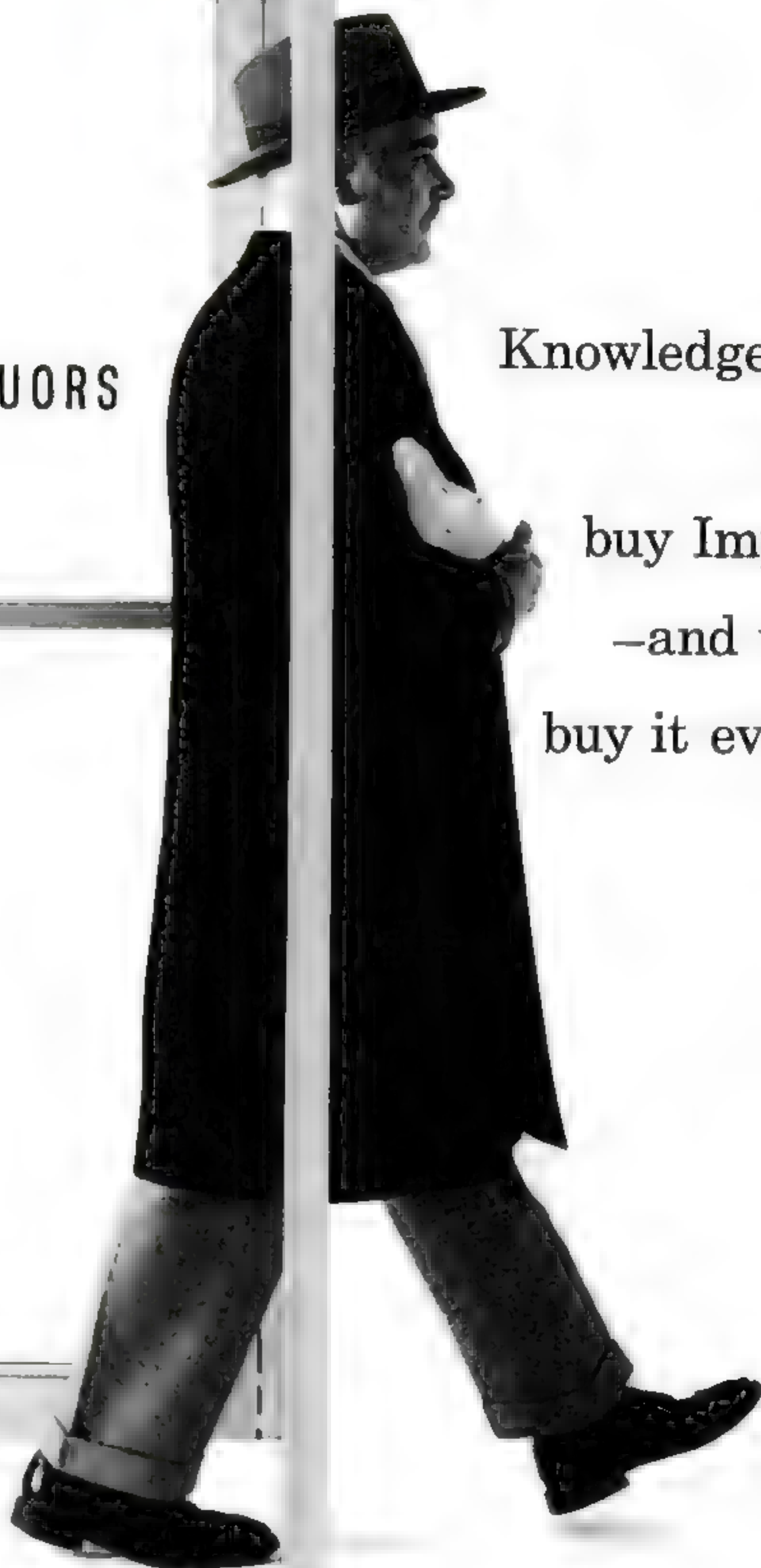


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RAPID MOVEMENT IN A CRISIS—ATTENDING THE WHITE HOUSE CONFERENCE ARE (FROM LEFT) SENATORS LYNDON JOHNSON, WILLIAM KNOWLAND AND WILLIAM

FRANTIC U.S. ACTIVITY TO CLEAR UP OBSTACLES TO A MIDEAST SETTLEMENT

It has become the usual thing for people all over the world with hopes of peace to be concerned with strange-sounding and distant places. This time it was Gaza and the Gulf of Aqaba. The tension in the Middle East had built up last week to a chilling and dangerous climax. A suspenseful sequence of events set the world's statesmen scurrying from conference to conference over the question of Israel's stubborn refusal to withdraw from Gaza and positions along the Gulf of Aqaba. Afro-Asian nations were clamoring for U.N. action to impose economic sanctions against Israel. Wary Russians were intriguing with them. The British and French were

CLIMACTIC HOURS

fighting sanctions, and in Washington the one man (*right, below*) who could exert the greatest pressure took a positive public stand.

Israel and the U.N. had plenty of room for complaint in past Egyptian behavior. But Israel's present argument for staying in Gaza and the gulf fortifications (*see map p. 26*) is 1) that, in Egypt's hands, Gaza will continue to be the staging point for Egyptian raids against the Israelis, and 2) that Egyptian control of the Gulf of Aqaba bars Israeli shipping from the vital waterway, as it is now barred from the Suez Canal. Premier Ben-Gurion was not satisfied with guarantees the U.S. had so far given him.





FULBRIGHT, VICE PRESIDENT NIXON, SECRETARY OF STATE DULLES, HOUSE SPEAKER SAM RAYBURN. SENATORS OPPOSE VOTING SANCTIONS AGAINST ISRAEL

FOR HOPE OF PEACE OVER WORLD

President Eisenhower, first in a special conference with administration and congressional leaders, and later in a nationwide address, delivered a bluntly vigorous message: Israel must get out of Egyptian territory. Then he repeated U.S. guarantees but took strong exception to "the proposition that a nation which invades another should be permitted to exact conditions for withdrawal."

In the U.S. there were leaders, notably Senators William Knowland and Lyndon Johnson, who did not agree with the President's stand—for which he did not need congressional approval. If Israel refused to budge

he would feel he had to support punitive U.N. action. Such action probably meant economic sanctions which, considering the huge sums U.S. sources pour into Israel each year, could be disastrous.

In Israel, after an emergency consultation with Ambassador to the U.S., Abba Eban, Premier Ben-Gurion asked for more discussion. Though an Egyptian source later denied it, Dag Hammarskjöld said that Egypt was willing to make "special and helpful arrangements" in Gaza. These developments, coupled with a U.S. promise of insistence on free passage in the Gulf of Aqaba, at week's end raised cautious hopes for a compromise.



A BALKY PREMIER, Israel's Ben-Gurion, talks soberly with his ambassador to the U.S., Abba Eban, in Jerusalem.

A GRIM PRESIDENT arrives in rainy Washington after Israel emergency cut short his vacation trip to Georgia.



ARAB STUDENTS in Los Angeles apartment watch Eisenhower's speech on television. They belong to Young Arab Organization at U.C.L.A. A Saudi Arabian flag rests on the set, a portrait of Egypt's Nasser hangs above it. Students praised the speech. "There," said one, "is a president who is above minority pressures."



ISRAEL SUPPORTERS gather in New York to hear Eisenhower talk. They raise money for Israel by selling its bonds and were critical of his speech, joked that "Israel should apply for equal time." Rabbi Isaac Freilich (*foreground*) quoted psalm: "It is better to trust in the Lord than to put confidence in a man."



MASSACHUSETTS TOWNFOLK, meeting in Natick to hear the President, had differing views about speech. Said Mrs. Albin Druggs (*second from left*), "Israel must conform. After all, she did attack." But her sister Mrs. Jack Mathews (*far right*), said, "We have no right to be waving the whip against this small country."

ALL SIDES GO ON RECORD,



ISRAEL'S FOREIGN MINISTER, MRS. GOLDA MEIR (LEFT) SITS GLUMLY WITH



CONFERENCE IN CAIRO brings together Egypt's President Nasser (*left*) and the Syrian representative for meeting of Arab leaders. They meet this week to hear Saudi Arabia's King Saud report on his talks with Eisenhower over U.S. Middle East doctrine and to discuss means of getting Israeli troops to withdraw.

IN CALIFORNIA, THE U.N. AND CAIRO



DELEGATION IN THE U.N. ASSEMBLY AS LEBANON'S MALIK PROPOSES SANCTIONS AGAINST HER COUNTRY



FORMULA FOR FUTURE, suggesting that Israel withdraw troops in return for a U.N. commission to propose solution for Gaza Strip and a guarantee of free passage in Gulf of Aqaba, is idea of Canada's

secretary of state for external affairs, Lester Pearson (third from left). Here he confers with Israel's ambassador to Canada (fourth from left) and U.N. representatives from Australia, New Zealand, Britain.



RUSSIA'S SOBOLEV (right) meets with the Arab League leader (center) and chairman of U.N. Asian-African bloc. Russia seems to want action on sanctions limited to Security Council, where veto exists.



U.N.'S HAMMARSKJOLD (left) reports Egyptian readiness to cooperate with U.N. at Gaza Strip as he sits with assistant, Andrew Cordier (right), and General Assembly president, Prince Wan of Thailand.



SANCTIONS PROPONENT, Dr. Charles Malik of Lebanon, talks with U.S. Ambassador Lodge before suggesting U.N. resolution which condemns Israel for its failure to withdraw behind armistice line.



IN GAZA STRIP ARAB REFUGEES PLEAD FOR FOOD FROM ISRAELI SOLDIER SUPERVISING DISTRIBUTION TOTALING 215 000. THEY CONSTITUTE MAJOR PROBLEM



PATROLLING GAZA, an Israeli halftrack moves through city of 10,000 people with no industry and little food. Egypt uses the strip as a raiders' staging area



DEMARCATIION LINE between arid Gaza Strip and Israel is marked by tank where the U.N. settled border clashes between Israeli and Egyptian soldiers

ERA OF STRIFE CONVINCES ISRAEL IT MUST HOLD ON



MAP OF AREA shows the extent of Israeli penetration of Egypt and the terrain Israel still holds. Israel wants Aqaba foothold to protect shipping and pipeline



ISRAELI PIPELINE, BEING LAID FROM ELATH TO BEERSHEBA, WILL BE READY FOR THE FLOW OF OIL IN APRIL. LATER IT WILL BE EXTENDED TO MIGDAL ASCALON

A decade of Arab-Israeli hostility and upheaval in the oil-loaded Middle East had led inexorably to the showdown over the barren Gaza Strip and the Gulf of Aqaba.

The roots of last week's furor went back to 1917. Then, in view of the imminent end of the 27-year-old British mandate over Palestine, the U.N. tried peacefully to partition the area between the Arabs and Jews. But as soon as the British pulled out in May 1948, Arab armies attacked the new state of Israel. By 1949 Israel had won the war and had enlarged its territory over 1948, which infuriated the beaten Arabs. Egypt began to use the Gaza Strip, which she had held since 1948, as a base for her fedayeen (commando) raids on Israel. Egypt closed the Suez Canal to Israel and, with her gun positions at the mouth of the Gulf of Aqaba, interdicted it also to Israeli shipping. In 1951 the U.N. told Egypt to end its Suez blockade—without result.

Arab-Israeli border clashes were constant. Then in mid-1951 the British signed a treaty with Nasser under which they agreed to phase their 80,000 troops out of the Suez Canal Zone within two years. As it had before in Palestine, trouble broke out behind them. It came to a climax on Feb. 28, 1953, when the Israelis mounted a massive raid on Gaza, killing 38 Arabs.

After that Nasser decided he had to have more arms. He applied to the U.S., but warned that he was also considering an appeal to the U.S.S.R. The U.S. turned Nasser down, saying it did not wish to upset the Arab-Israeli balance of strength. On Sept. 27, 1953, Nasser announced that he had made an arms deal with the Soviet bloc.

As MiGs and T-34 tanks poured into Egypt, Israel also asked the U.S. for arms, and was also turned down. By spring of 1956 Ben-Gurion warned West European diplomats that in about six months he might have to undertake preventive war, before Egypt's build-up got too great. At about this time, Israel began to receive Mystère jets from France.

Nasser retaliated by recognizing Red China to spite the West. In July, when the U.S. and Britain told him they would not help him build the Aswan Dam, he struck back again by seizing the Suez Canal. Under the 1954 treaty the British had withdrawn from the Canal Zone, and they could not stop him. Two successive international conferences in London, led by U.S. Secretary of State Dulles, offered Nasser formulas for a new international administration of the canal. He spurned them.

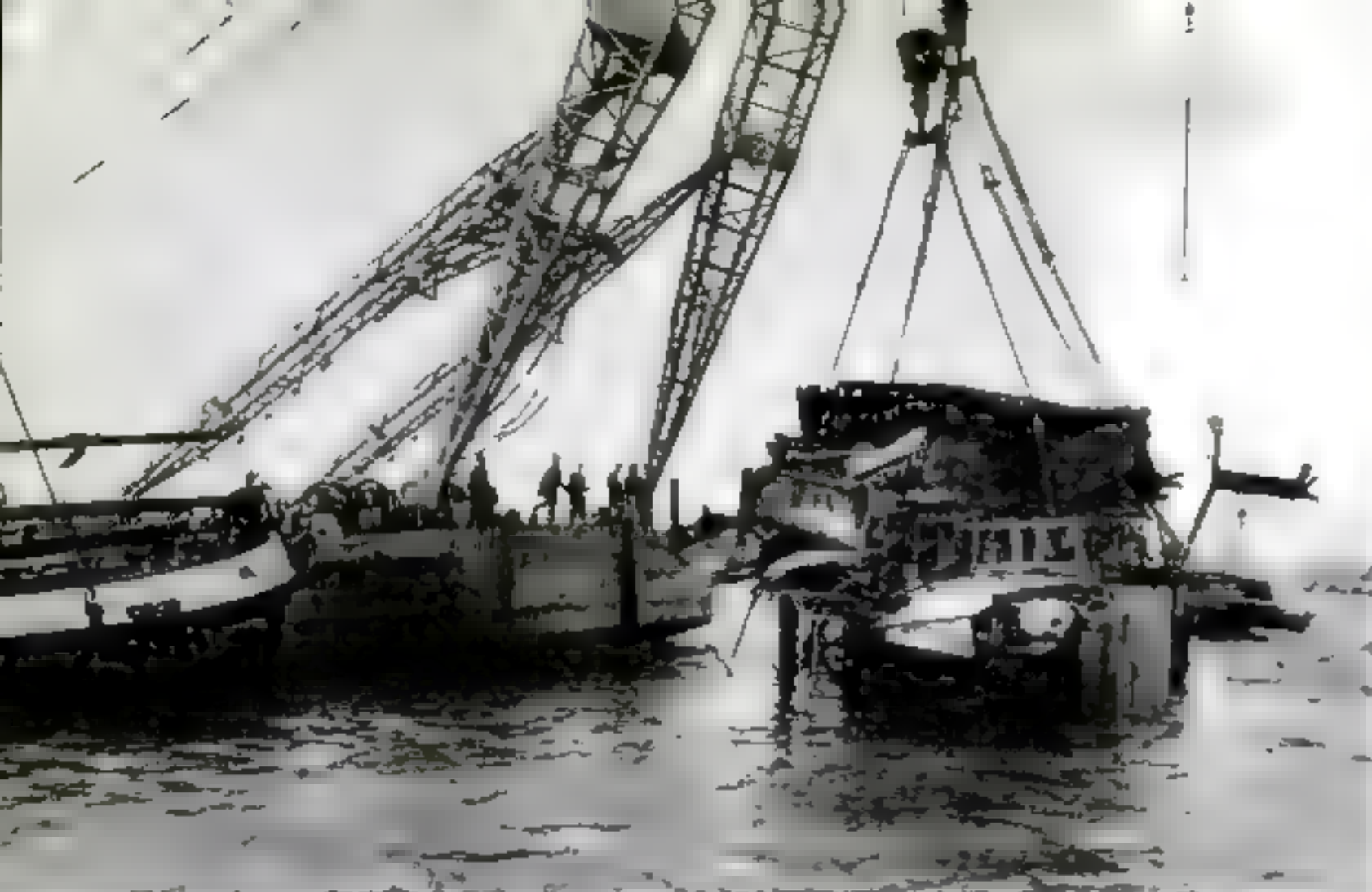
Israel's fear of the Egyptian military build-up and British-French fear of losing their transit rights through the vital Suez Canal led to their disastrous attack against Egypt. The U.N., led by the U.S., soon declared them aggressors and compelled the invaders to pull out. The newly created United Nations Emergency Force moved into their positions. But Israel was determined that the two strategic sites, on the strip and the gulf from which Egypt had been able to plague her since 1949, should not revert to their old role. Despite several requests from the U.N. that she get out, Israel stubbornly entrenched herself in both places.



OIL TANKS, being erected at the Israeli port of Elath on Gulf of Aqaba, can store oil brought in by ship. Oil is to go overland from here through pipelines.



CONTESTED NARROWS between Egypt and Tiran island (background) were guarded by Egyptian guns which the Israelis spiked during conquest of Sinai.



PUSHING CANAL CLEARANCE at Port Ibrahim on southern end of the waterway, Dutch crane picks up piece of a wreck that had to be cut apart for removal.



DELAYING CANAL CLEARANCE, Egyptians loaf by mast of sunken tug *Bonnet* which went down at Ismailia and is the current obstacle to channel clearance.

EGYPT, ALSO STUBBORN, STALLS SUEZ CLEARANCE

by JOHN MECKLIN

CAIRO
Not only is the U.N. being flouted by the outspoken Israeli defiance, it is also being subtly stymied by Egypt. Egypt is delaying the U.N.'s clearance of the Suez Canal—which she herself blocked in the first place.

Egypt blocked the canal in reprisal for the initial British and French air attacks last November. The Egyptians sank 25 vessels in Port Said harbor and 15 went down elsewhere in the canal. The Firdan railway bridge was so expertly dynamited and dumped into the channel that there was barely space for a rowboat to pass between its two sunken spans.

The British and French began salvage operations almost as soon as they landed. The work was taken over on Jan. 1 by the U.N., with a fleet which grew at one point to one of the largest salvage forces ever assembled—34 vessels from seven countries. Its commander, Lieut. General Raymond A. ("Speck") Wheeler, former chief of the U.S. Army Corps of Engineers and remarkably dynamic despite his 71 years, set out initially to clear a channel 25 feet deep for ships up to 10,000 tons. To do this, a dozen major obstructions were moved, including a span of the Firdan bridge. But by far the most difficult job—and the key to the whole operation—was a World War II LST which the Egyptians had acquired from the British and renamed the *Akka*.

As early as last August Nasser tagged the *Akka* as the main ship to block the canal in an attack. He had her crammed with cement and anchored in Lake Timsah, midway on the canal. The British and French knew this.

On Nov. 1, Egyptian longshoremen were hurriedly loading the *Akka* with still more bags of cement when Anglo-French jets attacked, trying to sink her before she could be towed into the shipping channel. But before the jets inflicted a direct bomb hit, an Egyptian tug had maneuvered the *Akka* out of Lake Timsah into the canal and swung her broadside to the channel. She rolled over and sank in a near-perfect blocking position, spilling from her deck the explosives with which the Egyptians had planned to do her in if the Anglo-French had not spared them the trouble.

There lay the *Akka* at a 60° list, a hulk of twisted steel 100 yards long, the cement inside her a solid mass reinforced with steel rods planted by the Egyptians, her bow jammed into

the side of the canal, her stern buried in 40 feet of water. The first U.N. team of salvage experts to study the wreck of the *Akka* reluctantly concluded that it could be removed only by the slow and messy procedure of cutting her up.

But Wheeler was in a hurry. He asked a cocky, hawk-nosed German salvage technician named Johann Moritz Wilhelm Klostermann to take another look at the problem.

Klostermann arrived at the *Akka* on Jan. 5. He had with him two of the world's most powerful lifting craft, the twin ships *Ausdauer* (Endurance) and *Energie* (Energy). They had been built by the Nazis in World War II to lift U-boats sunk in training accidents. Each ship, with its massive system of cranes and winches, could lift 600 tons dead weight from its stern. For the huge job of moving the *Akka*, Klostermann also requisitioned a Dutch floating crane of 200 tons capacity.

Klostermann decided that the *Akka* could probably be lifted. He planned to move his craft to the lower side of the wreck, pass four 8½-inch steel cables from each craft under the *Akka* and up to her far side, and then roll her upright. Once the *Akka* was righted, Klostermann planned to nestle his craft on her port and starboard, raise her in a cradle of 34 cables and carry her down the canal to be dumped out of the way in Great Bitter Lake.

As Klostermann's divers went to work running the cables under the *Akka*, they promptly

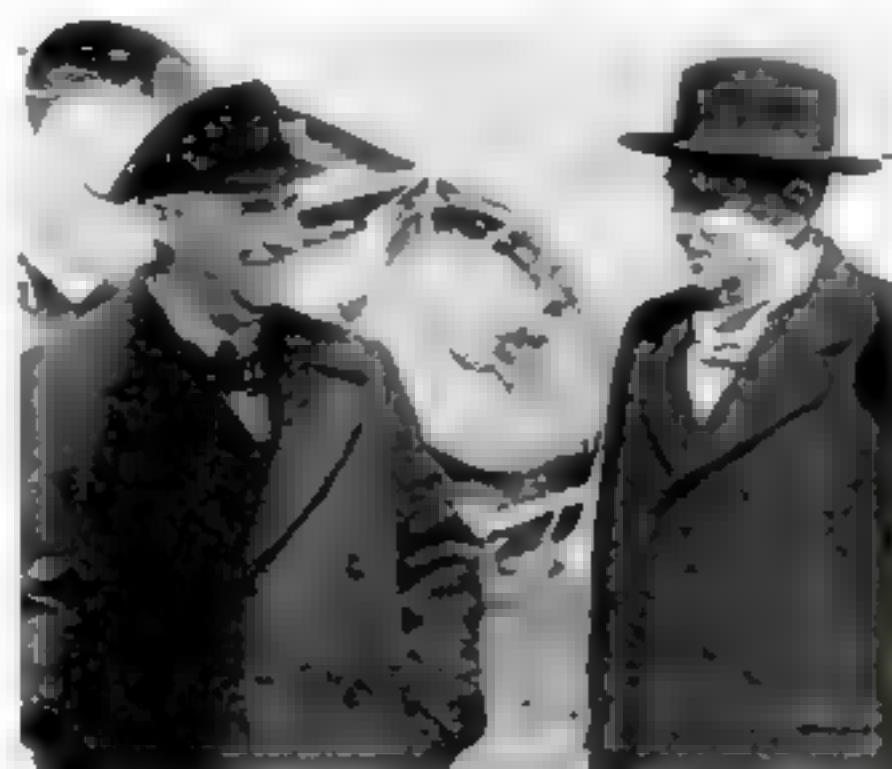
ran into Egyptian obstructions. Once they were ordered to stop for two and a half days while an Egyptian diver allegedly for reasons of safety leisurely gathered in the explosives that had fallen off the *Akka*—which the Germans considered harmless. Again, when Klostermann was almost ready to right the *Akka*, he had to wait several days for an Egyptian dredge to remove the silt around the ship. Then it took the Egyptians two more days to maneuver the dredge into position, and when the dredge began work, it broke down twice. Of the Egyptians a German sailor snorted, "How can the world possibly leave a thing as important as Suez in the hands of these children?"

At 12:04 p.m. on Feb. 1, Klostermann from the deck of the *Energie* gave the signal to start the winches and the righting of the *Akka*. There was no sign of motion. But in a minute or two, water lapping the wreck no longer reached a sliver of wetness along the bow. The *Akka* moved imperceptibly, like the minute hand of a clock. By 12:22 she rested at almost even keel. "She came beautifully," said Klostermann. It took two more weeks to lift the *Akka* and to move her away.

With the *Akka* gone, only two more obstacles blocked the 25-foot channel. One was a dredge. Klostermann, delayed by the Egyptians on the *Akka*, got to work on it behind schedule. The other was the French tug *Edgar Bonnet* midway in the canal.

Wheeler had wanted to start on the three-week *Bonnet* job in mid-January. But the Egyptians claimed—as they had with the *Akka*—that explosives on the job site had to be removed first. Even by last week Egyptian authorities still insisted that it was unsafe for the salvage crews to start on the tug.

Wheeler had a spokesman announce that the delay on the *Edgar Bonnet* made it impossible to meet the March 10 target date for the 25-foot channel. Last week South Africa's Alfred Katzin, a top aide to U.N. Secretary General Dag Hammarskjöld, arrived from New York to confer with Wheeler about Nasser's obstruction. Both U.S. Secretary of State John Foster Dulles and U.S. Ambassador to Egypt Raymond Hare warned Nasser against delaying the reopening of the canal. But at the week's end the *Bonnet* had succeeded the *Akka* as a stumbling block. Nasser was using the slowdown to blackmail the U.N. and the oil-hungry West.



SALVAGERS, General Wheeler (right) and Klostermann, confer on lift ship before *Akka*'s righting.



LIFTING THE "AKKA" after righting, *Ausdauer* and *Energie* flank her and prepare to head her down canal for towing. In lifting operation, the salvage

craft took water into their ballast tanks and partly submerged themselves, then emptied the tanks and brought the *Akka* off bottom as they rose in the water.



ELIZABETH AND PHILIP HAVE ANIMATED CHAT AT PORTUGAL'S NONTIJO AIRFIELD JUST AFTER REUNION

A QUEEN HAPPILY REUNITED WITH PRINCE OF THE KINGDOM

With a brief moment of privacy on an airliner in Portugal, Queen Elizabeth and the Duke of Edinburgh ended a four-month separation that had led to rumors of a rift in the royal family (LIFE, Feb. 18). The queen had flown to Portugal to greet her husband as he concluded his world tour and to pay the nation a formal state visit. Once publicly reunited at the airport (with a faint smudge of lipstick showing on the duke's cheek), the couple left for a weekend aboard the royal yacht *Britannia*. Then, amid age-old trappings (pp. 32, 33), they were given a joyous welcome by the Portuguese.

England is one of Portugal's oldest allies, the two countries' association dating to the 12th Century, and the little republic went all out to give Britain's reigning couple a really royal welcome. Its president, Craveiro Lopes, proclaimed a public holiday as the visit began. The royal couple went everywhere—touring

museums and monasteries, swinging 210 miles through the countryside. And everywhere they went the crowds were sure to go. Tossing flowers, yelling themselves hoarse, throngs pushed through police lines for a better glimpse of Elizabeth and her handsome husband.

After four such eventful days the queen and the duke flew back to England and a happy reunion with their two children (pp. 34, 35). Then came a significant palace announcement. The queen had been pleased to grant Philip, His Royal Highness the Duke of Edinburgh, "the style and titular dignity of a prince of the United Kingdom of Great Britain and Northern Ireland"—Philip had renounced the title of Prince of Greece and Denmark when he became a British subject. The announcement—and the evident gaiety of their reunion in Portugal—helped make clear that all was well personally with the world's most conspicuous royal pair.



BURSTING FIREWORKS CASCADE OVER THE RIVER

LANCES UPRAISED, 200 CAMPINOS, OR COWBOYS.





TAGUS IN HONOR OF QUEEN AS ROYAL PARTY ENTERTAINS PORTUGAL'S PRESIDENT, FRANCISCO HIGINO CRAVEIRO LOPES, ON THE "BRITANNIA" (FOREGROUND)

GIVE THE QUEEN A HORSEBACK SALUTE AS SHE STANDS IN THATCHED REVIEWING STAND NEAR VILA FRANCA DE XIRA LAST STOP ON HER TOUR OF THE COUNTRY





ABOARD A ROYAL BARGE, escorted by a great fleet of yachts, naval and fishing boats, the queen and her husband, standing before the ornate cabin ride across the Tagus river to Lisbon and the official start of their royal visit. The

carved and gilded barge, propelled by 80 oarsmen, was built for Portugal's Queen Maria I late in the 18th Century. Elizabeth's great grandparents, King Edward VII and Queen Alexandra, rode on it during their state visit in 1903.



17TH CENTURY SENTRIES await queen at town hall. Live ravens on silver ship symbolize birds that followed St. Vincent's casket home to Lisbon.

TOURING THE COACH MUSEUM AT ROYAL PALACE OF BELEM, NOW THE HOME OF PORTUGAL'S PRESIDENT.





WINGS OF WELCOME, 10,000 white doves take flight in the geometrically planted grounds of Edward VII Park overlooking the Tagus river in Lisbon as the royal party arrives on the first day of the state visit. The birds were released by

Portuguese Boy and Girl Scouts from troops (right) flanking a lawn. Thousands of other students (left rear) filled the park to watch Queen Elizabeth unveil a plaque honoring her great grandfather, for whom the park was named in 1903.

ELIZABETH INSPECTS ITS GREAT COLLECTION OF ORNATE COURT VEHICLES DATING FROM 16TH CENTURY



TOURING A MONASTERY, the queen, guided by auxiliary lord of Lisbon Dom Antonio de Campos (left), paces 16th Century cloisters of Jeronimos.



CHEERING CROWDS, including a small boy who waves a British flag, press forward for a glance at Elizabeth and the duke as they ride through Lisbon. The throngs often yelled "queenie, queenie," which appeared to delight the duke.



TOURING A STABLE near Vila Franca de Xira, the queen found it draped with colorful blankets woven by local craftsmen. On white-washed walls at rear hang hayforks. Delighted by crowds at this stop, the queen overstayed her schedule.



ELIZABETHAN GESTURE came as the queen started to walk through mud during her visit to the Alcobaça monastery. Coimbra University students spread their capes for her and the duke as Sir Walter Raleigh had for the first Elizabeth.

Royal Trip CONTINUED

THEN ANOTHER HAPPY REUNION, THIS ONE WITH THE CHILDREN



RULERS MEET as Queen Elizabeth, wearing a glittering tiara and the sash of the Portuguese Order of the Bath, chats with Premier Antonio Salazar, Portugal's dictator, during a gala performance given in her honor at the São Carlos theater.



WELCOME HOME greets royal couple at airport as Princess Anne and Prince Charles bolt away from the welcoming party and go bounding up steps to see their parents as they arrive from Portugal. They had not seen father since October.

TOGETHER AGAIN, the family waits out airport protocol. The queen keeps an amused eye on Anne, 6, and Charles, 8, who watch politely as the duke shakes hands with one of the greeters, who were led by Prime Minister Harold Macmillan.



IF THERE'S A NEW HUNGARY...

LET THE STUDENTS CHOOSE

In New York City, which has no officially segregated schools, overzealous friends of integrated schools are creating a new problem. On the plea that integration is "a positive educational experience of which no child in the city should be deprived," officials are being pressured to make thousands of children change their schools just to provide "a better racial balance." Negro children would be taken out of predominantly Negro schools, white children out of predominantly white ones, and both made to ride or walk much greater distances.

It strikes us that such "social engineering" actually does a disservice to the laudable goal of integration. The approach which Dr. Omer Carmichael used so successfully in integrating the public schools of Louisville, Ky. was to permit all children who had been reassigned to ask, if they preferred, for alternate assignments. A great many parents, both Negro and white, whose children had been shifted to mixed schools, asked that they be shifted back, and nearly all such requests were granted. This "permissive" policy established the principle of mixed schools while respecting the preferences of individuals.

The national ideal of integration will be better served if school officials fight shy of the sort of compulsory "gerrymandering" and compulsory cross-hauling that New York is contemplating. Superintendent Jansen says he will not make children "travel unreasonable distances," and acknowledges that housing segregation will continue to set limits on how much classroom integration he can attain. In our opinion, the less he tries to achieve it by restraints upon the free choices of individuals, the more painlessly will integration come to be taken for granted. New York may be a very special city and a useful laboratory for sociologists. But, as a standard for the nation, Dr. Carmichael's permissive approach is a lot closer to what most of us mean by democracy

As if to write fins to the tragic saga of Hungary, its Communist jailers have been laying fresh mines and barbed wire along the border, the guard towers are again bristling with machine guns, and patrol boats with searchlights hunt the canals. As the new prison door clangs shut, an inquest is in order. One question dominates all others: could we have done more than we did to help free Hungary? The answer is: yes.

President Eisenhower decided against any direct military intervention, for the doubtless valid reason that it could have unleashed a nuclear war. Because of this a school of thinking, led by the University of Chicago's Professor Hans Morgenthau, is now arguing that a "revolution" has taken place in U.S. foreign policy, that all plans for "liberation" have been abandoned and that we have instead reached a sort of tacit "spheres of influence" understanding with the Soviet Union. Such a policy, the reasoning goes, accepts the kind of semifreedom visible in Poland as the best that can be hoped for. To our mind such arguments misread the real lessons of the Hungarian tragedy.

The biggest lesson is not that a liberation policy has become obsolete but that the U.S. did not have such a policy ready—and consequently was unprepared to take any decisive action (short of military) during the brief period when it might have done some good. Time was the crucial factor in the Hungarian crisis. Had the U.N., with U.S. leadership, been able to act swiftly in the five days when Hungary was free, it might well have been able to forestall the subsequent Soviet invasion.

Some of the things that could have been done to help Hungary were outlined in *The New Leader* recently by Franklin A. Lindsay, former chief of the U.S. Military Mission to Yugoslavia. He starts with Nov. 2, the day Premier Imre Nagy proclaimed Hungary's neutrality, demanded withdrawal of Soviet troops and cabled Secretary-General Dag Hammarskjöld asking for U.N. protection. Lindsay's "what might have been" follows.

► U.S. Delegate Henry Cabot Lodge could have immediately asked for an emergency session of the General Assembly.

► The Assembly could have swiftly created a Hungarian observation commission.

► An advance commission composed of U.N.-member ambassadors in Vienna could have flown to Budapest by helicopter and been observing a full day before the massive Nov. 4 Soviet intervention.

► Anna Kethly, Nagy's authorized representative, could have been installed as Hungary's accredited U.N. spokesman.

Nobody can say whether, had all this been done, the Soviets would have dared to slaughter Hungary anyway, right under the eyes of the U.N. observers. But had they done so the U.N. could have continued to recognize Miss

Kethly as the true representative of Hungary and denied credentials to the puppet Kadar regime. In addition to all this, the U.N. Assembly could have issued a sort of *habeas corpus* summons demanding that Russia produce the kidnaped Imre Nagy as the legitimate head of Hungary's government.

What actually happened was this:

At 6 p.m. on Nov. 3, Ambassador Lodge insisted on postponing action on Hungary for 48 hours to allow Soviet-Hungarian "negotiations" to proceed. Yet it was already known that thousands of Soviet troops were pouring into Hungary. At midnight, when the Australian delegate interrupted the discussion of Suez to demand attention to the renewed Soviet attack on Budapest, going on at that very moment, Lodge was not prepared to do anything.

Even four days later, for lack of a coherent plan of action, the Kadar delegates were seated. Miss Kethly, the only member of the legitimate Nagy government still free, was not even permitted to address the Assembly. At a time when the numerous ambassadors already in Budapest could have been made U.N. observers, weeks were frittered away in vain attempts to get in.

The whole record is a sorry one, for the U.S. and the U.N. alike. The most terrible fact, of course, is that the needless Suez invasion happening at the same time not only delayed action on Hungary but emboldened the Russians to intervene. That is why President Eisenhower is right in insisting that every vestige of this aggression be erased. Only by so doing can the free world regain the moral right and strength to act effectively in any new satellite revolt, which could occur at any hour.

Fortunately Britain and France, by correctly yielding to the U.N.'s demands for withdrawal, have gone a long way toward restoring the Western moral unity that will be necessary. The President must also be prepared to act and lead, and his U.N. ambassador must not again be found without guidance or instructions. Certain preparations could be made right now to anticipate the next such crisis. A permanent U.N. observation force could be set up under the direct control of the secretary general, equipped with its own transport aircraft and communications system.

The U.N. now faces one of its most crucial showdowns on the defiance by Israel, an issue which the President says involves the future of the U.N. itself. But that future can be genuinely secured only if the lessons of the past are not ignored. Gaining Israel's compliance with the U.N.'s orders will, indeed, enhance the U.N.'s moral force. But that force will quickly evaporate if ever again the U.N. proves helpless to protect men who have clawed their way to freedom with their bare hands.

NEW! ITALIAN-STYLE SPAGHETTI WITH 6 MEATBALLS



BRAVO! Spicy, Italian-style sauce glorifies our new thin-strand spaghetti. And 6 (not 4) beefy meatballs—fork tender. A meal that earns encores!



FRANCO- AMERICAN



Cheese dishes like these make Lent a special



1. RAREBIT. Add ½ lb. grated Miss Wisconsin Sharp-aged Cheddar to 2 cups medium white sauce. Add ½ tsp. each dry mustard and Worcestershire sauce. Melt over hot water. Serve over toast or crisp crackers.

2. CHEESE SAUCE OVER VEGETABLE. Cheese is a great friend of broccoli, cauliflower and asparagus! Melt grated Miss Wisconsin in medium white sauce by low heat. Season to taste.

3. GRILLED SANDWICH. Cover bread slices with sliced Miss Wisconsin Sharp-aged Cheddar. Top with remaining bread slices, brush outsides with melted butter, brown on sandwich grill or in a skillet.

4. CHEESE AND CRACKERS. For snacks or appetizers, as a "side-light" to the salad course or as dessert, there's nothing easier and surer to please than this winning combination.



time for the better cheddar stamped "Miss Wisconsin"

5. ITALIAN SPAGHETTI. Over a roundly seasoned tomato sauce lavish grated Miss Wisconsin *Sharp-aged* Cheddar. Use forks to blend sauce into spaghetti just before serving.

6. CHEESE-TOMATO PIZZA. Top pizza dough with tomato paste. Sprinkle with oregano and chopped green pepper. Cover with wedges of Miss Wisconsin *Sharp-aged* Cheddar. Bake, cut in wedges and serve with topping of anchovies.

Over long months of aging, Miss Wisconsin natural Cheddar Cheese receives special care. It is more carefully taste-tested for flavor than any other—for just the right "bite" to *sharp-aged*, the exact mellowness to *medium-aged*, the precise delicacy to *mild*. Use Miss Wisconsin often—comes sliced or in wedges. How long since you've tasted *real* cheese?



And for dessert...fruit, cheese and **Guild Wine** !

Delicious! Guild Port... deep red, fruit-sweet, sparkling with light and laughter... served with sliced ripe fruit, cookies, nuts, cheese. And Guild Port is so practical. Moderately priced, yet rich with the taste of luscious Lodi grapes. Grown in California's sunny valleys, these grapes are gently pressed in the Old World tradition, then matured slowly in cool cellars. Next time you entertain, serve Guild Port. It fits the fun of modern living, and wine on your table says such nice things about you.

HAVE YOU TRIED GUILD BRANDY? Aged in oak for smoothness, it's won more Gold Medals at the California State Fair than any other brandy in its class. You'll also enjoy Guild LODI Tawny Port and Guild LODI Cream Sherry.



Guild WINES

WINE GROWERS GUILD • LODI, CALIFORNIA

A LOOK AT THE WORLD'S WEEK



ACHILLE VAN ACKER
BELGIUM

KONRAD ADENAUER
WEST GERMANY

GUY MOLLET
FRANCE

ANTONIO SEGNI
ITALY

WILLEM DREES
THE NETHERLANDS

JOSEPH BECH
LUXEMBOURG

FROM A MOMENTOUS MEETING, A GIANT ECONOMIC STEP

In the Hotel Matignon, Paris residence of French premiers, France's Mollet and the prime ministers of five other western European nations held a meeting which resulted in a giant economic step. Paving the way for a community of nations comparable to the U.S. or Russia in power, they agreed to the gradual establishment of a common market, free from tariffs and other trade barriers, among their nations and territories. They

agreed also to go ahead with the long-discussed European atomic energy commission, which will pool their nuclear resources. The agreements, which are expected to be formalized by treaties late in March, still will have to hurdle ratification by the parliaments of the six nations. But the Paris concord, as the ministers' final communiqué termed it, was a historic advance toward "an increasingly close European integration."

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all with **SUPER-STICK**



- A shape for every need
 - Won't loosen in water
- FASTER HEALING—**
tiny vents let
filtered air reach wound

Johnson & Johnson



WORLD'S WEEK CONTINUED



AMERICAN YOUTH AT PLAY

Manhattan's Paramount Theater was jammed for its largest opening by 3,500 teenagers there to see a rock 'n' roll movie and revue. Inside they stamped so hard that building inspectors were called to save the shaking balconies. Outside, the street crowds were calmed by 100 police.





HUNGARIAN YOUTH ON TRIAL

In a Budapest courtroom (*below*), as the Hungarian government began the first public trials of freedom fighters, 11 young rebels stoically faced their accusers. Ilona Toth, 25 (*left*), was charged with murder for killing a security policeman. "I felt I had to kill him," Miss Toth said quietly.



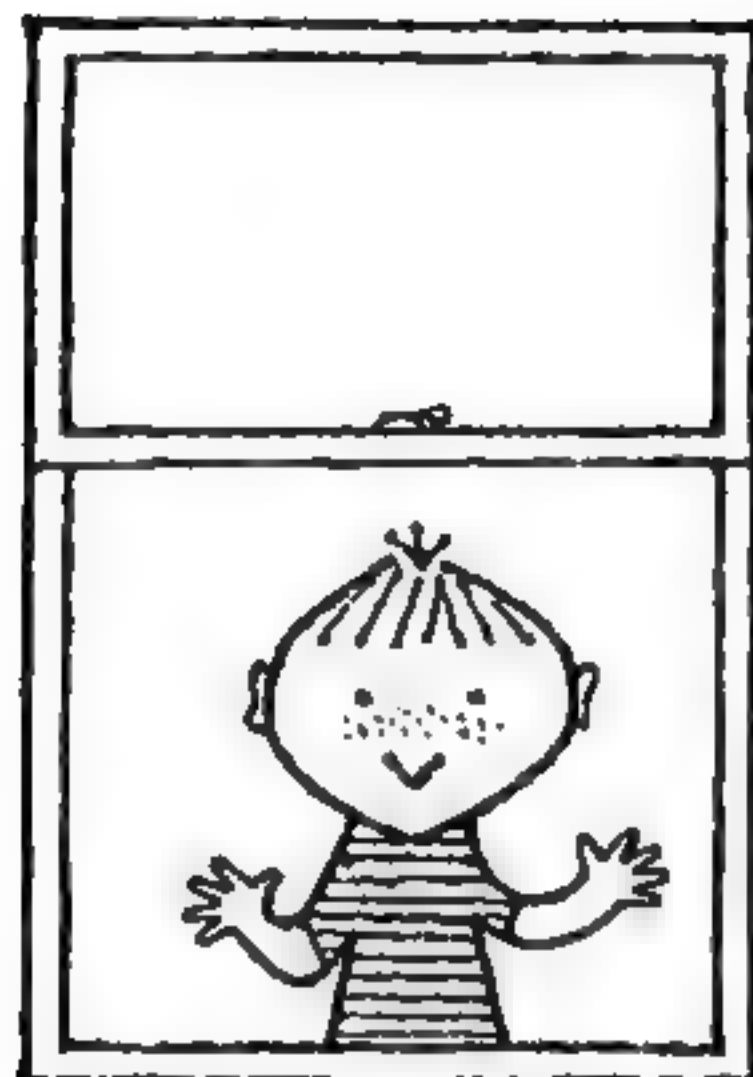
A CINEMATIC SHAVE

In Hollywood a 24-year-old Russian-born actress named Natalia Daryll got a handout for a new role. She was lathered, shaved completely bald and given three wigs—brunette, redhead and blond—to wear when she wasn't working. Her shaved scalp was what she wore when she was. She plays a victim of Communist persecution in *The Secret Diary of Joseph Stalin*.

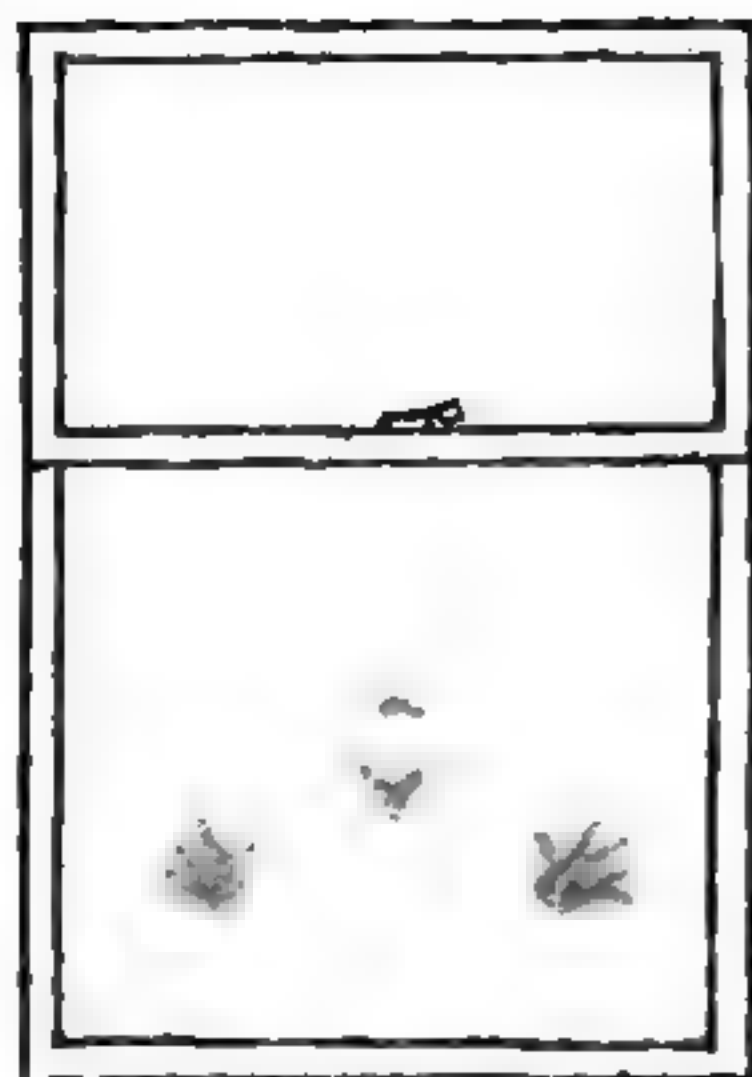


A LION-TAMER'S TROTH

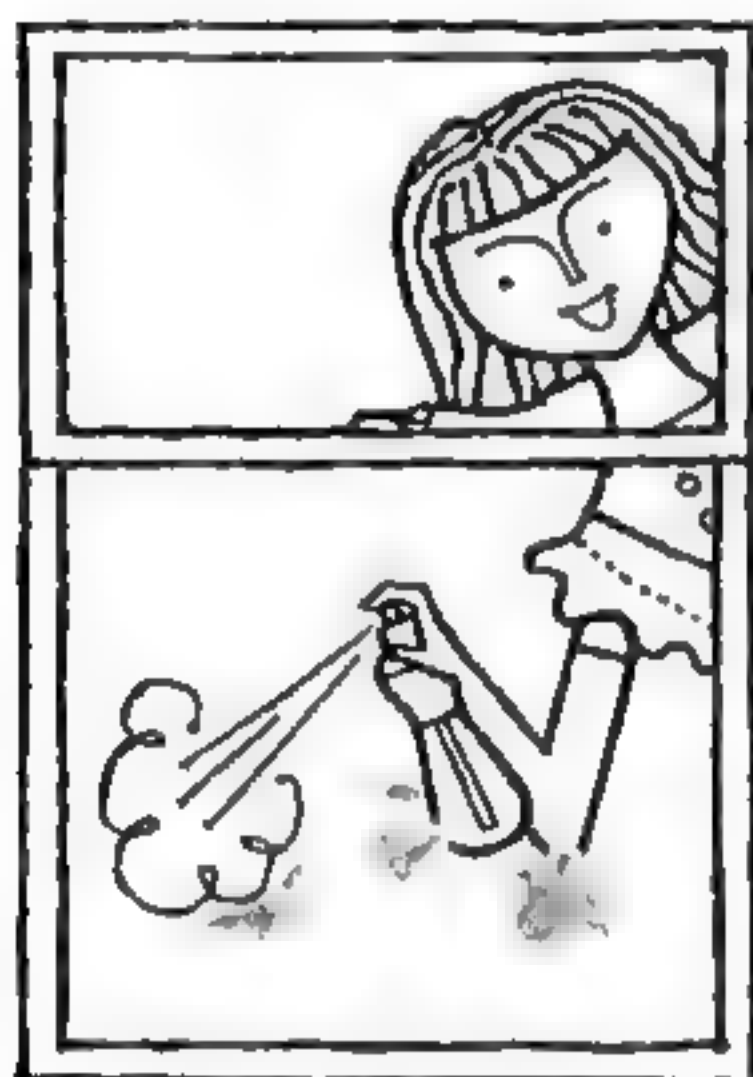
With a beast named Leo as his witness, a lion-tamer named Professor George Keller of the Al Srat Grotto Circus in Cleveland was united in matrimony with Miss Ginny Lowry. The witness took the ceremony calmly, but the bride's hand shook when the ring was placed on her finger.



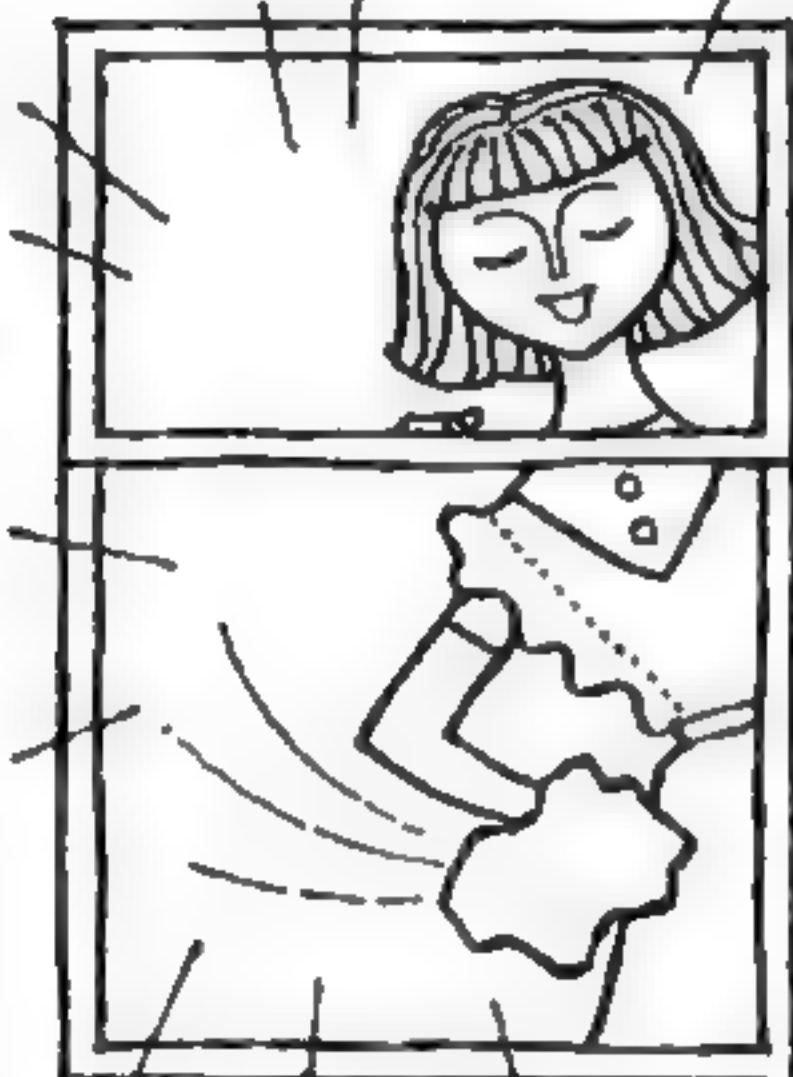
Tots



Spots



Swish



Whish

Sparkling clear Windex "sparkles" glass faster, no matter how grimy. Swish—spray it on! Whish—wipe it off!

Less rubbing . . . because clear-liquid Windex wipes away easily . . . completely! Leaves no waxy film to catch dust again.

Leaves no streaks, for there's no cloudy foam! And Windex goes farther, costs less than foamy cleansers. Exclusively for glass in handy 6-oz. or thrifty 20-oz. size. Sprayer now fits both sizes.

Windex® —for cleaner windows faster

THE CLEAR LIQUID...ESPECIALLY FOR GLASS



PRODUCT OF THE DRACKETT COMPANY, CINCINNATI, OHIO Available in Canada

SEQUEL



THE "LIFE" PICTURE THAT UNDOED DEMARA

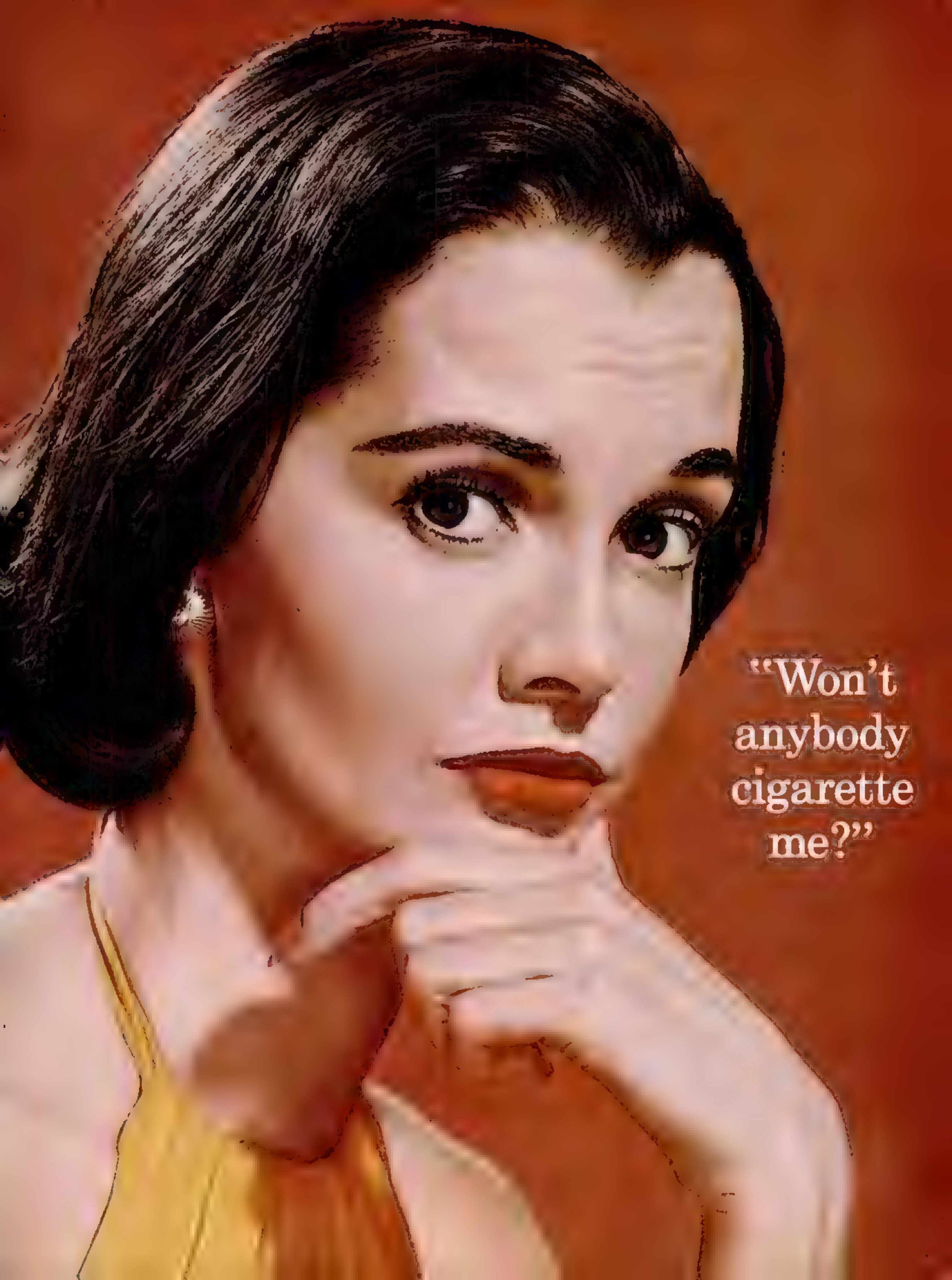
A POSER RE-EXPOSED

When *LIFE* revealed the full story of his fantastic career as an impostor (Jan. 28, 1952), Ferdinand W. Demara told the writer, "I don't know what I'm going to do next. But I have a few things in mind." Always using other men's names and credentials (he never finished high school), he had already managed to become a graduate student of law and philosophy, a monk, a college psychology teacher and finally a Canadian navy surgeon who actually performed difficult operations.

Last month the latest chapter in his career came to light. Posing as Martin Godgart (a real teacher who lives in Connecticut), Demara had become teacher of high school French, Latin and English in the island village of North Haven, Maine. Enormously popular, he ran the Baptist Sunday school, led a Sea Scout troop and was Santa Claus for the town's children. Then, for unfathomable reasons, he showed friends a picture (above) *LIFE* had run of him (he did not show them the rest of the story). Curious, the islanders began checking on "Godgart" and sent his fingerprints (lifted from a beer can) to police. The master impostor was soon unmasked again. Found guilty of misrepresentation, Demara was given a suspended sentence because he had done no harm. Then he disappeared again to resume the lonely life of a brilliant but erratic man who could do good for everyone but himself.



UNMASKED AGAIN. Demara sits in courthouse at Augusta, Maine after trial. Said the judge, "This is the time to put a period to this way of life."



“Won’t
anybody
cigarette
me?”

"Have a Marlboro!"

**Here's old-fashioned flavor
in the new way to smoke.
You get a lot to like...
filter, flavor, flip-top box.**



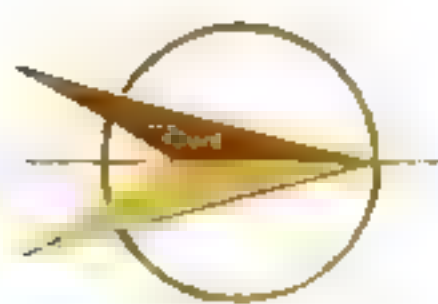




Wouldn't it be fun to go Swept-Wing in this Dodge Custom Royalancer 4 Door? Clothes by R. H. Wügge

Step into the wonderful world of AUTODYNAMICS!

Swept-Wing Is Sweeping The Country!



It unleashes a hurricane of power
It breaks through the vibration barrier
It is swept-wing mastery of motion

Autodynamics . . . it holds you snug to the road on curves with race-car torsion bar suspension. This is just one of the sensational benefits of new Torsion-Aire "Realm of Silence" Ride.

Well, it's happened. People who have been "sold" on other makes of cars *for years* are making the swing to the Swept-Wing Dodge

It took quite a revolution to break them away—and Dodge touched it off with *Autodynamics*

Here is a world where *everything is new from road to roof* to create a master of motion that teams *sports car lowness* with *limousine luxury*.

It unleashes a hurricane of power from a thunder-

ing aircraft-type engine (up to 310 hp.). Tames a tornado of torque with new Push-Button Torque-Flite that packs a silk-smooth '1-2 punch. Breaks through the vibration barrier into a "Realm of Silence" with amazing new Torsion-Aire Ride

You really should stop in at your Dodge dealer's and find out what's behind the big swing to Swept-Wing. Take a drive and discover the difference. You have never seen, felt, owned anything like it'

SWEPT-WING '57 *Dodge*

Now! TWO different full-hour Lawrence Welk Shows each week on TV! "Dancing Party" and "Top Tunes and New Talent" —ABC-TV

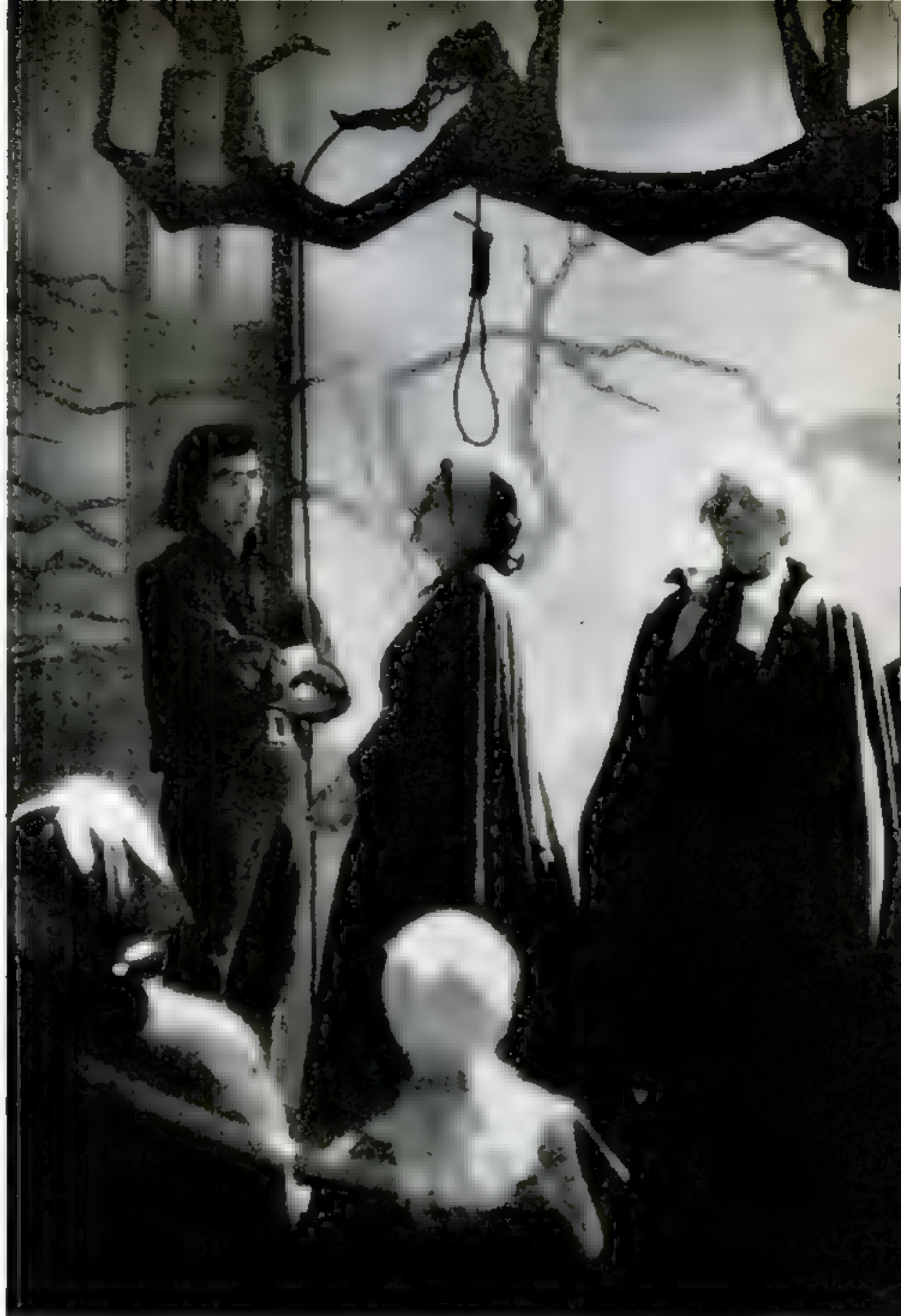


SALEM HANGINGS on Gallows Hill were witnessed by accusers. Here Bridget Bishop, first Salem witch to hang, gets noose.

NEW LEGAL SWITCH TO CLEAR A WITCH

The members of the lower house of the Massachusetts state legislature last week agreed to rehabilitate a witch—largely on the basis of a recent TV show. Acting on the advice of a joint constitutional law committee which had watched a kinescope of *Satan in Salem* from CBS-TV's *Odyssey* series, they voted to reverse the conviction of Goody Ann Pudeator, the "Hag of Hell" who was hanged as a witch in Salem in 1692.

During the show's re-run the committee members in the darkened hearing room saw her trial re-enacted. Then from the screen they heard U.S. Senator Leverett Saltonstall of Massachusetts decry the legal procedures and "spectral" evidence whereby the accused was held responsible for the imagined acts of disembodied spirits or specters. When the lights went on they recommended a bill which the lower house was quick to pass by a voice vote. Now, if the upper house will approve it too, there will be only one facetiously conceived legal objection. Some lawyers in the Boston area argue that the state has no jurisdiction over the case because Massachusetts was at the time a British colony. They claim that Ann Pudeator will have to be cleared by the United Nations General Assembly.



IN TV SHOW ANN PUDEATOR IS SHOWN AS SHE PREPARES TO DIE ON GALLOWES HILL SET

LEGISLATORS IN BOSTON STATE HOUSE HEAR JUDGE ROBERT W. HILL (BACKGROUND) PETITION THEM TO CLEAR ANN PUDEATOR AT THE SCREENING SESSION



Relieve that dry-lip feeling fast

with



Use 'Chap Stick' regularly to keep lips refreshed and comfortable



Wonderfully soothing for the tender lips of children



There's a Personalized* 'Chap Stick' for every member of the family

Our men in the Armed Forces were among the first to discover the soothing benefits of 'Chap Stick'. Today it's the largest-selling lip balm in the world. Brings lasting comfort to lips that are dry, cracked and sore. Pocket-size. Specially medicated — antiseptic. Personalized* so you can tell your own at a glance. Carry 'Chap Stick' with you always... use it regularly. It keeps lips fit.

Refuse all substitutes, no other lip balm offers you its exclusive formula.



WATCHING WITCH TRIALS on TV show, legislators in Boston see the Salem, Mass. house (below) in which Ann Pudeator was tried and sentenced.



SALEM TRIAL SITE, a magistrate's house, is one of city's tourist attractions. In 1711 Massachusetts assembly cleared 14 other witches tried in Salem



SENATOR ON SHOW, Leverett Saltonstall (seated), told the audience that his colonial ancestor, Judge Nathaniel Saltonstall, declined to try witches.

CONTINUED

FIGHT "HIGHWAY HYPNOSIS"

NōDōZ keeps you keen
when it counts



When long stretches of road, night driving, or muggy weather make you drowsy... play it smart; play it safe... take NōDōZ Awakeners.

Recent clinical tests by prominent New York doctors prove that for most people NōDōZ increases mental efficiency and alertness within 15 minutes. Caffeine is the only active ingredient in NōDōZ. Safe as coffee and much more convenient. Keep a package in your pocket or the glove compartment of your car.



A product of Cold Creek Laboratories, St. Louis, Mo.

AURORA projection
screens
finest made for movies... slides,
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AURORA INDUSTRIES, CHICAGO 22

FOR CASSEROLE DISHES IT'S
AI SAUCE

JAW TEASERS

America's
Favorite
**BUBBLE
GUM**
BRANDED FOR
QUALITY
SOLD EVERYWHERE

**TROUTMAN'S
COUGH SYRUP**

(For coughs due to colds)
GIANT 5 oz. FAMILY SIZE only 39¢
No better Cough Syrup at any price!
O. E. Laboratories—Shamokin, Pa.



Theodora adores Tycora and so do all the other girls. This new yarn is the happy happenstance of snooty beauty with solid substance. Takes joyously to color, won't fade or get fuzzy, won't shrink or stretch. Stays young and pretty,

keeps you warm without weight. See Tycora now in sweaters and socks (in all sizes for women, girls, little girls and men). Watch for it in carpets and all fashions for you and your home. Wherever Tycora winds up, only good can come of it.

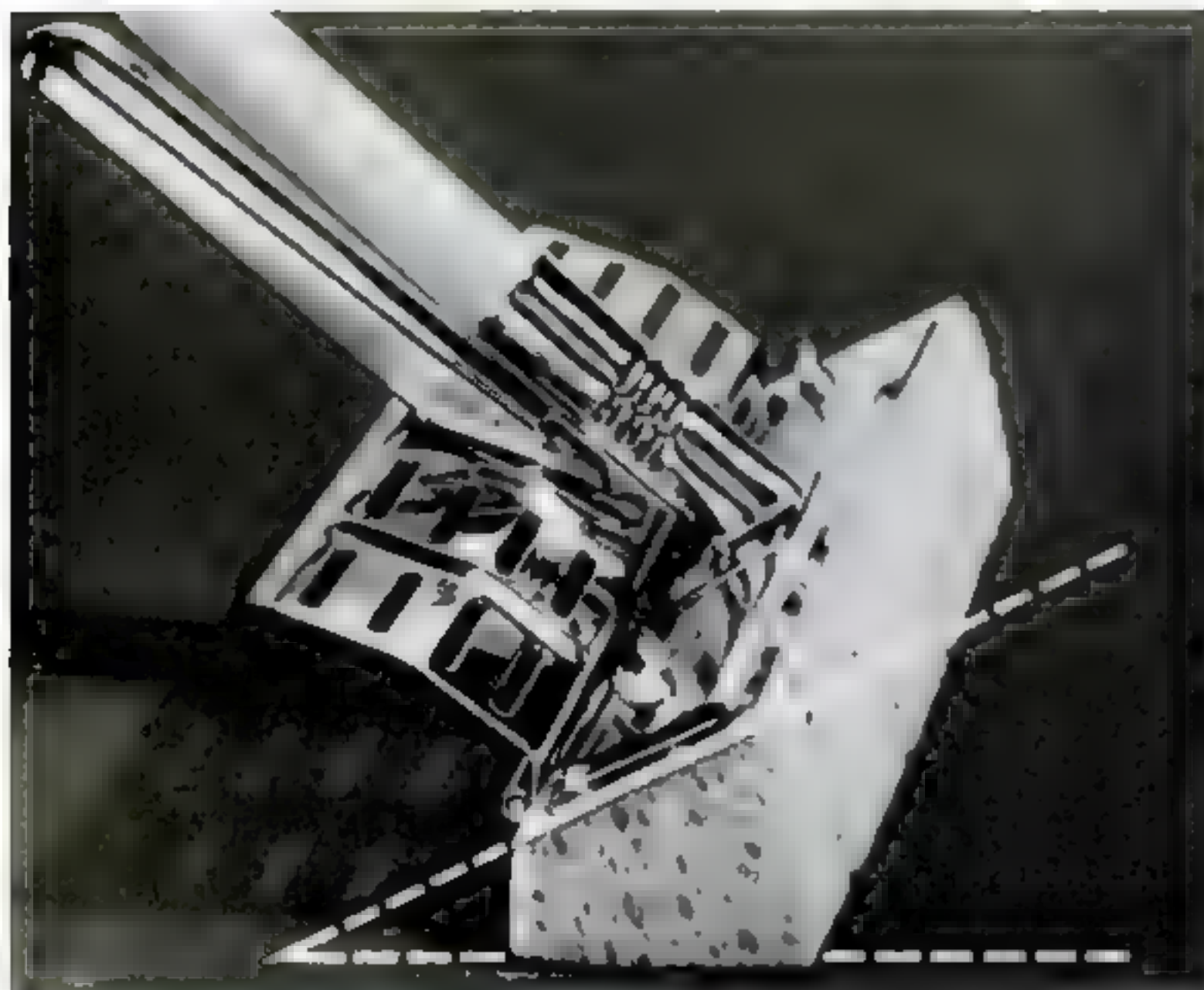
The Feeling is great in Tycora®

Tycora Yarns, 40 East 34th Street, New York 16, N. Y.

Reg. U. S. Pat. Off.

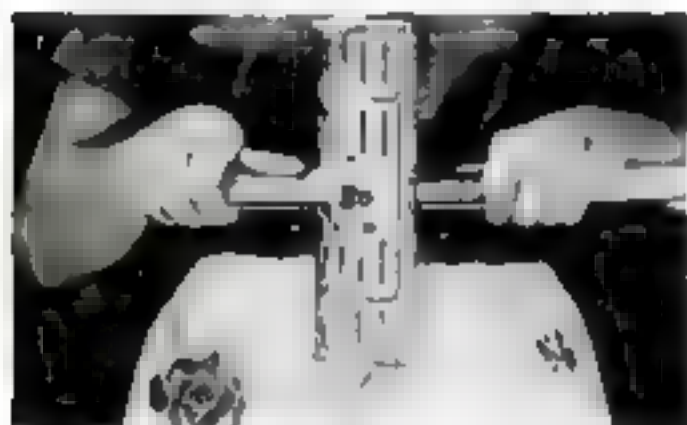
Only the O-Cedar Sponge Mop

has the "wonder-working angle"

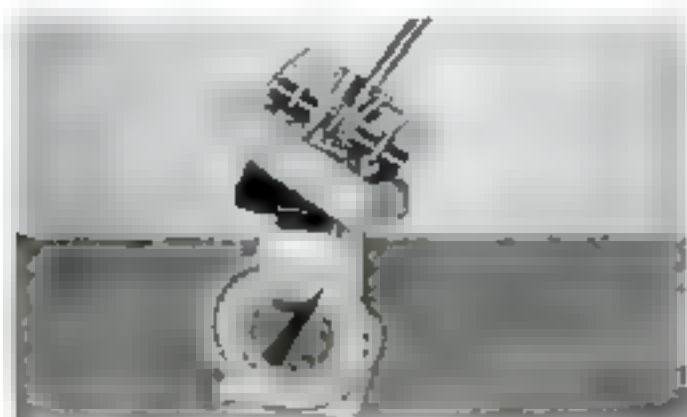


Scrubs floors cleaner-
because the sponge grips the floor

Picks up more water-
because specially designed back
presser squeezes sponge drier



No more wringing! Just press out water with handy built-in squeezer ... your hands stay dry and soft.



Light in weight, yet sturdy in construction. Mopping is a breeze when you use an O-Cedar Sponge Mop.



Get an extra sponge refill for waxing floors and special cleaning jobs. Available everywhere—only \$1.49.

"Wonder-working angle" is an O-Cedar exclusive that gets floors cleaner—faster! The sponge hugs flat to the floor ... scrubs out the most stubborn dirt ... picks up far more water yet squeezes out drier. You can actually damp mop an entire floor in just minutes.

O-Cedar Sponge Mops are ruggedly built, too, with all metal parts completely chrome plated for longer service. That's why they're guaranteed for five full years! Model "76" (shown) only \$4.50 wherever cleaning supplies are sold. New deluxe model "88" with king-size 11-inch sponge that squeezes from the handle, only \$5.95.

Available where you
buy cleaning supplies



O-CEDAR
Chicago, Illinois—Division of
AMERICAN-MARIETTA COMPANY
O-Cedar of Canada, Ltd., Stratford, Ontario



Witch CONTINUED



FRENZIED ACCUSERS in TV show, their arms pointing to an invisible witch, howl deliriously as they imagine themselves choked and killed by her.



GALLOWS HILL in Salem was almost barren knoll where the witches were executed. In three months of trials in the village, 19 victims were hanged.

ANN PAGE offers you a host of Fine Italian Dishes!

Turn out celebrated Italian dishes in your own kitchen! Specialties from every region of Italy are yours for the making in *The Italian Cook Book** by Maria Luisa Taglienti. Over 420 treasured recipes... from appetizers to desserts, plus wonderful pasta dishes like "Macaroni Pie."

Ann Page Macaroni Products are made to order for these Italian favorites. Made in many traditional shapes and sizes, they cook to firm tenderness, hold their own in rich, savory sauces. For wonderful eating, get Ann Page Macaroni Products and *The Italian Cook Book*!



*420 authentic Italian Recipes!



"The Italian Cook Book" by Maria Luisa Taglienti. Originally published at \$4.50 by Random House, Inc.® now on sale at bookstores

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Also available in DE LUXE HARD COVER EDITION for \$1.00 and an Ann Page Macaroni trade mark. Send your name and address and 50¢ (or \$1.00 for the hard cover book) and the Ann Page label to: "Italian Cook Book", P.O. Box 215, New York 46, N. Y. Offer good in Continental U.S., Alaska and Hawaii. Subject to state and local regulations. Void if taxed, restricted or forbidden by law. Offer may be withdrawn at any time.



An "Old Country" Recipe... MACARONI PIE

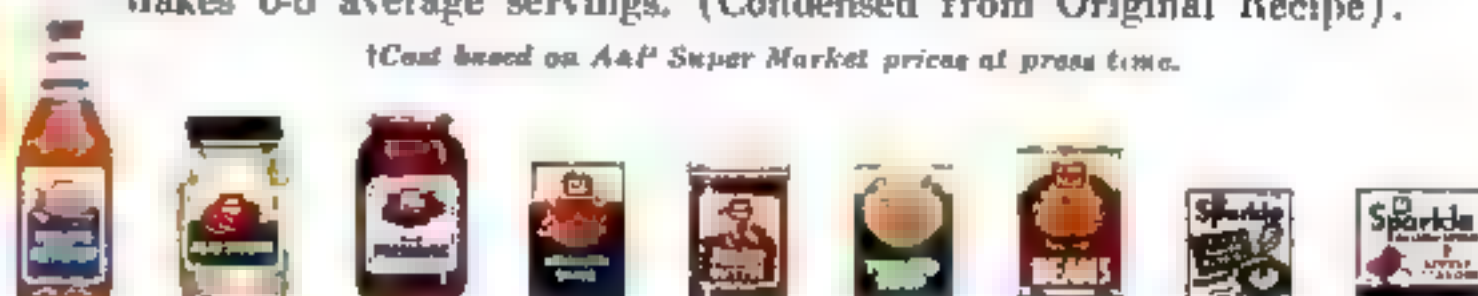
†25¢ per serving

1 lb. ANN PAGE ELBOW MACARONI
2 10-oz. pkgs. pie crust mix or the equivalent in homemade unsweetened pie crust
1 egg

1 recipe Neapolitan Tomato Sauce or 2 15½-oz. cans ANN PAGE Spaghetti Sauce (meatless)
1½ cups grated Parmesan cheese
3 Tbsp. butter + milk

Cook and drain macaroni. Prepare pie crust, substituting egg for part of the water. Line 3 quart casserole with ⅔ of the pastry. Combine macaroni with sauce, cheese and butter, pour into pastry lined casserole. Roll out remaining pastry for top crust; cut several slits to allow steam to escape. Place pastry on filling; trim edges, pinch together, flute. Brush lightly with milk. Bake 375°F. 35-40 minutes. Makes 6-8 average servings. (Condensed from Original Recipe).

†Cost based on A&P Super Market prices at press time.



Among the other 33 fine foods in the famous Ann Page family are such favorites as: Preserves, Peanut Butter, Macaroni Products, Prepared Spaghetti, Sparkle Gelatin Desserts and Puddings, Tomato Soup, Ketchup, Spices, Extracts



1. 3 minute sausage!

This is Swift's Premium Brown 'N Serve Sausage, ready quick as your breakfast eggs. Just brown 'n serve - and enjoy. Each lean link is fully cooked, practically no shrinkage. It comes ten to eleven links per package

There's **new convenience** for you in these



5. Packaged Sandwich Steaks ready in minutes!

What's your pleasure? They're all tender frozen, all lean beef, all Swift's Premium Stock your freezer with four kinds: Ready Quick Beef Sandwich Steaks,

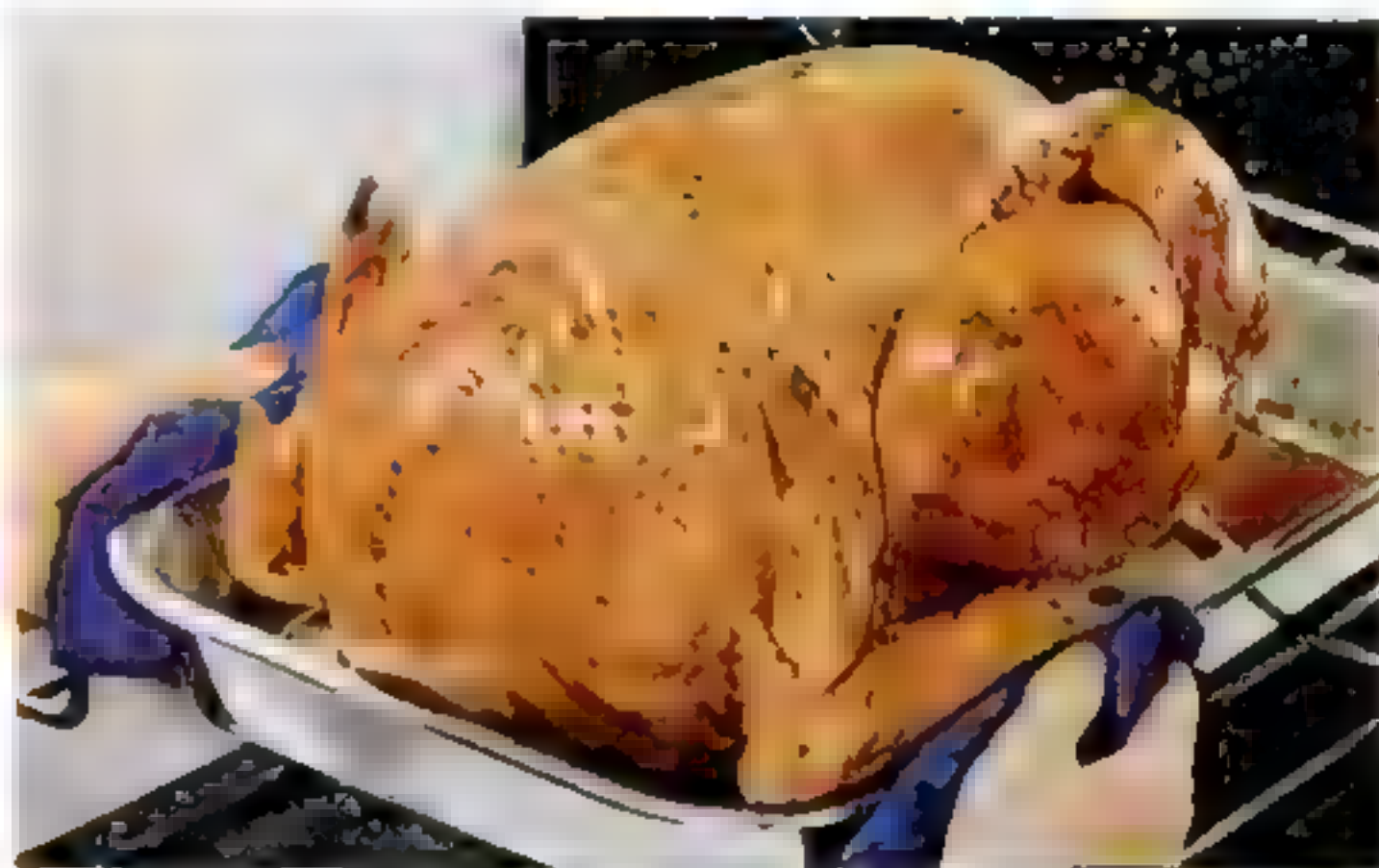
Loin Luncheon Steaks, Pure Beef Hamburger Patties and Buttered Chopped Beef Steaks. Loaded with protein, yet low in calories. Flavor sealed in new red and white aluminum foil packages. Look for them in your food store frozen food case



2. Chicken that comes already fried! Just pop this Tender-frozen Swift's Premium Chicken into the broiler in its own foil box. Pop it into the oven for just 10 minutes. Presto—delicious chicken browned to a turn! 4 ways to buy: breasts, drumsticks, wings and whole cut-up.



3. New ham has no shank! Now you can buy just the tender, juicy best part of the ham—easy to carve. No skin, no shank, no waste. It's cured a patented way, too, to seal in the natural flavor juices, and it's fully cooked! Ask for new Swift's Premium Skinless Shankless Ham.



4. Turkey that comes already stuffed! It's oven-ready, with Martha Logan's old-fashioned stuffing already in it. Simply pop this plumper, broader "Butterball" Swift's Premium Turkey into oven and roast. No thawing. (Giblet gravy comes separately in 1 lb. cans.)

NEW MEATS from SWIFT!



6. Bacon that's cured with brown sugar! Now here is something really new in bacon. As you might guess, it's another first for lean Swift's Premium Bacon. Brown sugar curing is real flavor magic. Add slow, old-fashioned smoking and you get a new kind of sweet smoke taste.

Something new and wonderful is happening to meats these days—especially Swift's Premium meats. They're easier to buy, easier to keep, quicker to fix and more delicious to eat. Convenience is the keynote. Swift has taken out all the work of preparation, leaving you the fun of serving meat dishes the way your family loves 'em. How many of them have you tried lately?



To Serve Your Family Better

Gather 'round
garlic lovers!
Here's news of
gastronomic note!



Real, fresh Garlic gusto you sprinkle on!

Epicures! Here's no "make believe" garlic flavor. But all the true aromatic ambrosia of juicy-fresh garlic cloves—in French's noble *Garlic Salt*! Cheers—no more mincing, no more "garlicky thumb" . . . *and* no danger of "over-garlicking"! Cheers—all the lively, real freshness of fresh garlic—pre-blended with pure vegetable salt. Try it . . . love it, today!



for the **freshest** and **newest** in seasonings

Look to French's for all wonderful spices, herbs, extracts—and exciting new seasoning specialties!



Special for you—Special for gifts! All seven of French's delicious new seasonings—plus this smart wrought iron rack, only \$3.00. Send check or money order to The R. T. French Company, 1225 Mustard St., Rochester 9, N. Y.



GHASTLY LIGHT, BETTER SIGHT

With increasing regularity this ghastly portrait is becoming a necessary prelude to a woman's best appearance, as she gives up her conventional glasses and takes up contact lenses. To determine whether the tiny, normally invisible lenses fit properly, oculists and optometrists place the plastic shells over each cornea, put a drop of fluorescein dye in each eye and then illuminate the patient with ultraviolet light. Under the lamp,

skin turns violet, the teeth blue and the dye in the eyes fluoresces with a greenish glow. When lenses are correctly fitted, the fluorescein flows and glows freely beneath them. The lenses should not rub the corneas but ride loosely over them on a film of tears. With the woman above, however, the center of each lens is dark, showing that they are touching her eyes and that lenses of greater curvature will have to be prescribed.



No other car is so Lincoln long...

Here is the longest, most longed-for Lincoln ever! Just one look at its fresh, clean-lined styling and you can easily see why more and more fine car buyers are becoming Lincoln owners.

Along the whole lovely length of Lincoln there's a fresh, new kind of fine car beauty.

Exclusively Lincoln's, this new beauty is expressed in long, low, distinctly new body lines that meet and merge in a clean sweep of sculptured steel. As a totally new *concept* of styling... from Quadra-Lite Grille to canted rear blades... it will shape fine car design for years to come.

Inside, you're in a whole new world of fine car

fashion and convenience. You can *custom-design* your Lincoln interior from a wondrous selection of fine fabrics and soft, soft leathers. And then—*everything you touch turns to power!*... even the window vents and door locks can be operated electrically at the touch of a button.

Finally, and most important of all, of course you find that Lincoln's extraordinary new beauty is matched by Lincoln's superlative *driving*. You



LINCOLN PREMIERE CONVERTIBLE

COAT BY VERA MAXWELL

Lincoln low... and Lincoln lovely !

turn the key . . . nudge the accelerator . . . and this most powerful Lincoln of all time takes you surely, smoothly on your way. With every mile, you discover more reasons why Lincoln is called the most *effortless* driving fine car ever built.

If you haven't yet driven this Lincoln, do so soon. It's winning *wining* looks . . . and more and more fine car owners . . . everywhere it goes.

LINCOLN DIVISION, FORD MOTOR COMPANY



LINCOLN

UNMISTAKABLY... THE FINEST IN THE FINE CAR FIELD



It's Hunt's...
It's got Sweet-spice flavor...
It's just what Meat Loaf needs!

The *Sweet-spice* flavor of Hunt's Catsup pays your favorite foods a compliment!
A tingling, tart-sweet compliment that enhances—never hides—their
delicious flavors! *Sweet-spice* flavor is Hunt's alone! Enjoy it at *your* house!

Deliciously yours!



CLOSE-UP



THREE new novels, among them the best-selling *Compulsion*, give fictional looks at Leopold-Loeb case.

Nathan Leopold After 32 Years

I'M personally sorry that the book *Compulsion* was published," says Nathan Leopold. After 32 years of relative obscurity in jail for one of the century's most notorious crimes, Leopold is now in the news again because of the best-seller—a psychological novel by Meyer Levin based on the crime. Coincidentally, Leopold has just finished a book about his own life in prison which he hopes to see published soon "so that my side of the case and the last 30 years can be put before the public." In an exclusive interview behind bars last week, given as he considered a new appeal for parole, Leopold expressed his feeling that *Compulsion* solves "none of today's complex problems" and his fear that its sensational focus on him "makes more difficult my attempts to secure parole."

On May 21, 1924, Leopold and his partner, Richard Loeb, who was killed in a prison fight in 1936, murdered 14-year-old Bobby Franks in brutal fashion on the outskirts of Chicago. Their lawyer, famed Defense Counsel Clarence Darrow, managed to get them 99-year sentences and predicted they would be ready for parole at the age of 50 as different men from those who were sent to jail. At 52, Leopold earnestly hopes that Darrow's prediction has come true. He has led a model prison life and done many things which can be considered useful to society, among them his volunteering as a guinea pig for malaria experiments in the war and his sparking an educational program which has helped to rehabilitate many of his fellow inmates. "I can look into my own heart and soul," he says, "and know positively that I could and would become a useful, decent, law-abiding citizen. How to prove that to others is another matter."

AT ILLINOIS State Penitentiary in Joliet, an unshaven Leopold visits the office of Warden Joseph E. Ragen. Discussing his chances for parole, he learns with dismay that they look dim.

"I've spent 32 years here. Is that sufficient punishment for what I did? I don't know the answer to that because I don't know how to measure punishment. I know that I have lost those near and dear to me while I was here. My father, my aunt who was a second mother to me, my brother. I know that I have forfeited any chance of amounting to anything. I've forfeited every chance for happiness. I've forfeited a chance for a family. Whether this is sufficient, I don't know."



DURING murder hearing Leopold (seated, left) and Loeb (right) confer with their lawyer, Clarence Darrow (center), who had them plead guilty.

"Compulsion deals with the crime, which was heinous in the extreme. Much fiction was interwoven with fact for the sake of telling the story and from my point of view it's a little unfortunate. I met Mr. Levin, the author, only once when he was down here to see me in 1954 and we spent an hour together."



KNOWN as a "good hood" by his fellow convicts, Leopold gives his 12th pint of blood. He is also proud of his prison work on malaria.

"I spent three and a half years working on the malaria project as a laboratory technician, clerk and volunteer guinea pig. Up to the last war, there was no known cure for malaria, and a great deal of work was done here at Stateville using inmate volunteers in the testing of drugs. Finally, a cure for the disease was found here. I was fortunate enough to be one of the men who happened to be among those the drug was first administered to."



IN THE prison school he helped organize, Leopold teaches Greek. He knows 28 languages.

"In 1933 my co-defendant and I obtained permission from the warden to institute a correspondence school. The instructors were all inmates. The men who took courses were permitted to do their studying in their own spare time. Some of our examinations were administered to 500 students from

Chicago public high schools and their highest marks turned out about the same as our lowest. The result was that a number of universities now accept our credits at face value, without further examination. Men who had had little or no education when they came here applied themselves over a period of years and made successful adjustments on the outside. Of course, we've had failures too, like any school."

Chase & Sanborn invites you to celebrate and save during this...



Save **25¢** on new giant - size jar...
enjoy the finest instant coffee ever developed!

1957 marks Chase & Sanborn's 93rd year of coffee-making experience. More important, it heralds the development of New Instant Chase & Sanborn—the first, *the only*, full-bodied instant.

Not until you try this remarkable new instant will you understand why we chose this year to celebrate our coffee anniversary. For today's New Instant Chase & Sanborn is the finest, the most

satisfying coffee—instant or ground—ever offered coffee drinkers.

We urge you to try New Instant Chase & Sanborn at your earliest opportunity. To hasten this wonderful experience we're offering a special 25¢ saving on the giant-size jar—for a limited time only. Once you taste *this* coffee you, too, will have good reason to join our celebration!

Give yourself a
FLAVOR BREAK



INSTANT CHASE & SANBORN —the full-bodied coffee

"Soothes sore throat!"



A clean,
fresh mouth
is always
important!



Breath taking!"

Try it once, and you'll know why Lavoris, the mouthwash with true cleansing action, is used by so many families just like yours. Lavoris cleans, stimulates and refreshes . . . gives a welcome lift to your mouth and throat any time of the day. That delightful tingling sensation you feel is Lavoris at work cleansing and soothing mouth and throat tissues. And, it tastes so good your whole family will want to use it.

LAVORIS
MOUTHWASH AND GARGLE



"Tingly!...Tingly!"



Take a tip from your dentist—use the

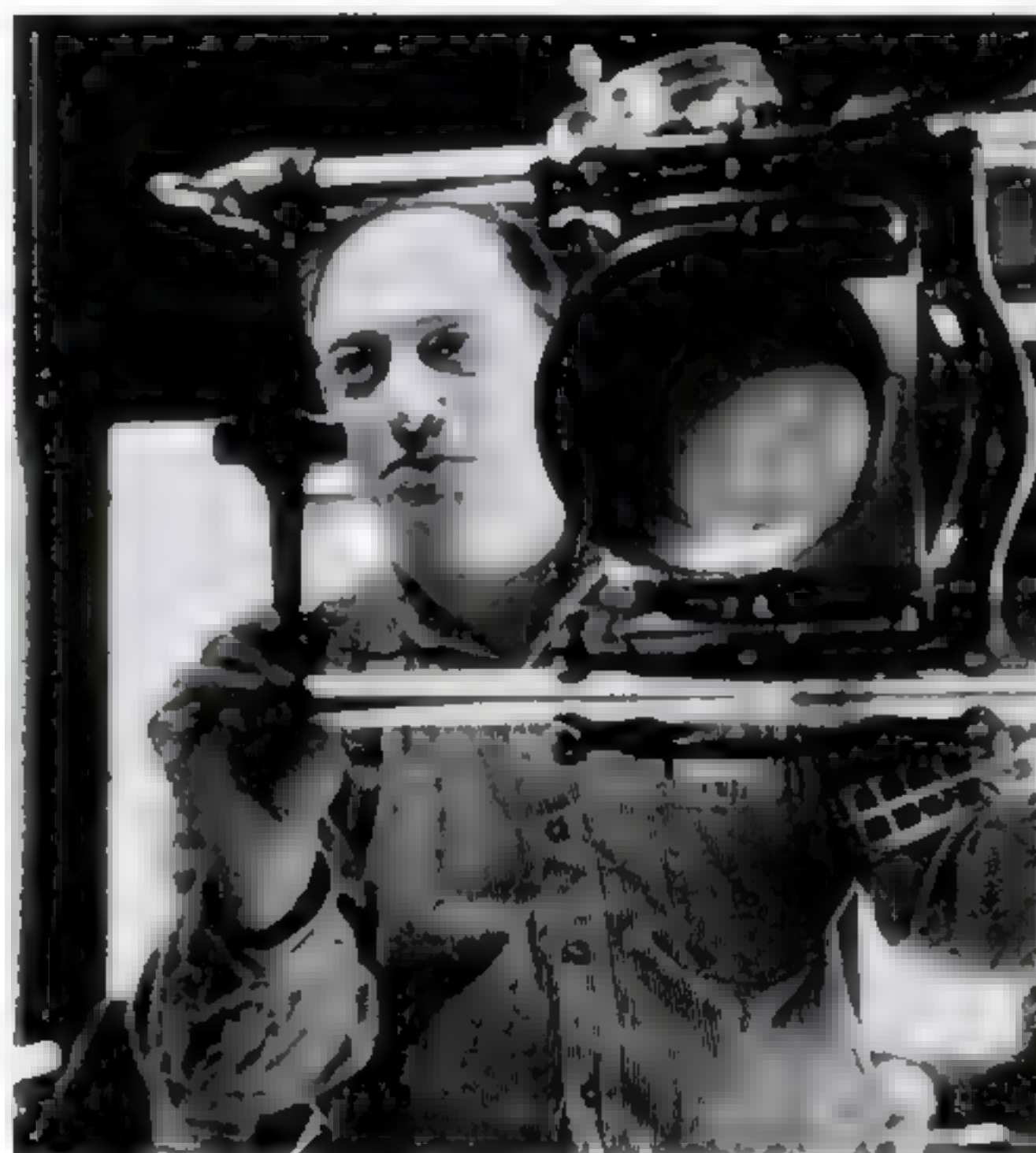
SPARKLING RED mouthwash that tastes good...does good!

LEOPOLD CONTINUED



LEOPOLD revisits the stacks of the prison library which he helped reorganize. Since prisoners are not permitted in library, books are circulated to the cells on request.

"I worked in the library here for seven years. Almost the entire library—the whole stock of books—was destroyed by fire during a prison riot in 1931. While that was a great misfortune, it allowed us to install modern library methods which had not been used before."



IN THE X-ray laboratory, where he worked 14 years, Leopold focuses the X-ray tube. Other prison jobs he has held were in pathology laboratory, and as a statistician.

"If I obtain a parole, I have an offer to work with a church organization in Puerto Rico which has a public health service and a small hospital. I would like to work as a laboratory technician. My desire is to devote the rest of my life to others as further expiation for my crime."

CONTINUED ON PAGE 89

Standard of value for fine motor boats the world over. New *Chris-Craft*

SLIMBOATS



CHRIS-CRAFT CORPORATION • ALGONAC, MICHIGAN
WORLD'S LARGEST BUILDERS OF MOTOR-BOATS

SPORTSMEN • RUNABOUTS • EXPRESS CRUISERS
CRUISERS • MOTOR YACHTS • CUSTOM HOUSEBOATS



No more scraping and rinsing!

Exclusive new Flushaway Drain in all General Electric Dishwashers does away with messy scraping and rinsing! For the very first time—just a shake of a plate to remove large or hard food scraps is *all* the preparation you need to do!

Powered pre-rinse actually does the tiresome rinsing and scraping chore for you—the Flushaway Drain liquefies and flushes away most remaining food before washing begins!

All-new General Electric Dishwashers



Gets most pots and pans really clean!

New Power-Scrub washing action even scrubs pots and pans. A cascade of surging water . . . hotter than hands can stand . . . is kept in constant motion by the high-powered impeller through the double pre-rinse, wash, triple-rinse cycle—even heavy greases seem to melt away.

Calrod® warmed air dries dishes, glasses, silver truly sparkling and spot-free!

General Electric Dishwashers are



*No racks to move—no racks to slide! And no awkward bending to get dishes into or out of the General Electric Dishwashers! Coral vinyl racks have been newly designed so that dishes, platters or pans slip into place with equal ease. Safety design of silver basket lets you load silver with sharp, messy points in *down* position . . . no exposed knife blades or fork tines to cause accidents.*



Giant-size capacity lets you wash all these pieces in one load! New one-piece construction of all new General Electric Dishwashers gives increased usable inside space. There's plenty of room for large and odd-shaped bowls, pans and platters . . . and they'll slip into place as easily as a plate! Princess "24" and "Mobile-Maid" can wash service for ten; Empress "30" washes service for 12.



Extra protection for your most fragile crystal—because all General Electric Automatic Dishwashers have vinyl cushioned interiors! This resilient, pink vinyl lining will actually outwear porcelain . . . is stainproof, acid resistant and stays clean. It offers added protection for china as well as providing a seamless, leakproof, rustproof interior for the dishwashers.

do all the work...not just the washing!



The Princess "24" takes the space of a 24" standard base cabinet . . . can be easily installed to the right or left of any sink! Fast, smooth operation . . . big capacity . . . striking, modern design make this model the ideal choice for the average family. Front panels are available in five colors, four natural grain woods, satin chrome or antique copper to suit your kitchen decor.



*The Empress "30" offers extra-large capacity for it is a full 30 inches wide! Perfect for larger families . . . or for those who want the convenience of extra capacity whenever it's needed. And it's the very *first* dishwasher with *power-opening*! A touch of a button opens and closes the Empress "30" . . . automatically! Also available in choice of five colors, four woods, satin chrome or antique copper.*



The all-new "Mobile-Maid" needs no installation! Rolls on wheels—has Uncouple connector that snaps on any faucet. Textolite® top offers additional work surface . . . adds to "built-in" appearance. New, handy hideaway receptacles hold Uncouple and electric cord when not in use. Also features Flushaway Drain, Power-Scrub Washing action and Calrod® unit drying.

Live Better...Electrically

GENERAL ELECTRIC

now so attractively priced they are available for about \$2.45 per week after small down payment. See them at your General Electric dealer's soon, and ask about his easy credit terms.



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VODKA by GILBEY'S

the best name vodka ever had

Have you joined your friends in making the most welcome discovery in vodka...smooth, smooth Vodka by Gilbey's? It's made by the world-famous makers of Gilbey's Gin. And Gilbey's uses a costlier distilling process that produces perfectly clarified vodka...clear, true, brilliant in tone...vodka that does best by your drinks and by you.



VODKA 80 & 100 PROOF DISTILLED FROM 100% GRAIN W & A GILBEY LTD CINCINNATI O GILBEY'S DISTILLED LONDON DRY GIN 90 PROOF 100% GRAIN NEUTRAL SPIRITS. W & A GILBEY, LTD CINCINNATI O DISTRIBUTED BY NATIONAL DISTILLERS PRODUCTS CORPORATION



AFTER 32 years in jail, Leopold takes philosophical attitude while prison guard frisks him. At Joliet this is normal routine before a prisoner can pass from one area to another.

"Sending a man to prison oughtn't to be just punitive. Even more important is rehabilitation. The men in here, all of them, hope some day to be in the free world again. There seems little point in simply punishing a man if, at the same time, you don't try to change his attitude."



IN CELL 435 of cell-house F, which he shares with a murderer to whom he is teaching German and biology, Leopold makes final corrections on a book about his life in prison.

"This book describes my activities, my thoughts, my feelings about the world, the prison and myself. I believe this is a very important chapter to be added to the story. After all these years, I am a different man from the one who first walked through these gates."



Only "SCOTCH" Brand gives you the exclusive Magic Touch adhesive

NOTE TO COMMERCIAL USERS: large rolls of "SCOTCH" Cellophane Tape are a bigger bargain than ever! Lowest prices in history are now in effect on 1296-inch and 2592-inch rolls in all popular widths. Call your tape supplier for prices.



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The REXALL LUCKY

LUCKY STATIONERY SAVINGS



1. BELMONT BALL-POINT PEN, retractable, in smart two-tone colors. Reg. 49¢, now... 37¢
 2. CONTINENTAL PLAID STATIONERY. Sheets have plaid design and border. Cello-pack of 15 sheets and 15 envelopes, special.... 37¢
- CELLO-PACK SELECTION.** Choose from several smart writing papers with envelopes, or the Speedlines Air Mail pack. Each, special 37¢
- IMPERIAL VELLUM**, gift-quality white in handsome ivory box with gold seal 100 sheets, 50 envelopes, regularly 98¢, now only 87¢
- STAG GENTLEMEN'S BOX**, 60 large, flat white sheets and 48 envelopes in distinctive two-tone tan box. Regularly 98¢, now..... 87¢
- ROYALTON WHITE**, 24 all-white sheets with distinctive watermark design and 20 envelopes. Box, regularly 69¢, now..... 57¢
- SYMPHONY OAKGRAIN WRITING PAPER**, 24 extra heavy white sheets, 24 envelopes in smart, wood design box. A popular favorite for both men and women. Reg. \$1.39.... \$1.07
- RETURN ADDRESS ENVELOPES**, 6 1/2" size. Jumbo cellophane pack, reg. 25¢ . 2 for 37¢
- AIRMAIL ENVELOPES**, 6 1/2" size, printed red and blue airmail design, reg. 25¢ pack, 2 for 37¢
- ONION SKIN TABLET**, 60 cockle finish sheets, (ideal for air mail, 8 1/2" x 11"). Special.... 37¢
- TYPING TABLET**, Rippie Bond, reg. 80¢... 37¢
- PLAYING CARDS**, Bridge, p. nohle or poker deck, 65¢ value. Lucky 7 Special, only.... 57¢
- PLASTIC COATED BRIDGE CARDS**, Gift edge, smart new back designs. Can be wiped clean with damp cloth. Double deck, \$1.80 value, now \$1.47. Single deck, 90¢ value, now... 77¢

CANDY SPECIALS

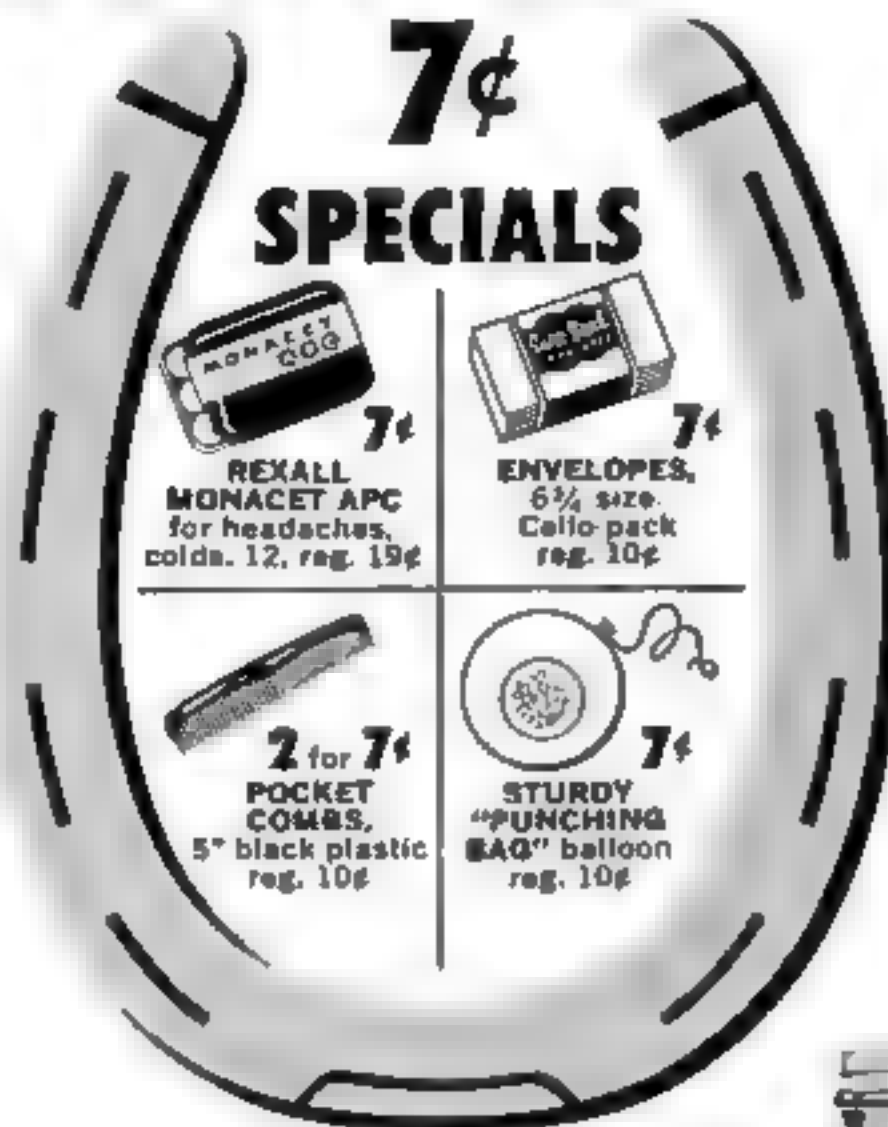


1. BARBARA ANN COUNTRY-FRESH Chocolates. Assorted centers, rich dark and milk chocolate coating. Fine quality candies, deliciously fresh. 1 pound, a \$1.25 value 97¢
2. CHOCOLATE-PEPPERMINT PATTIES—finest quality from Taylor's, a famous name in chocolates, sold exclusively at Rexall Drug Stores. Slender "serving" box, 1 lb., reg. 89¢.... 77¢
3. TAYLOR'S CHOCOLATE CHERRIES, 100% liquid centers, ripe red maraschino cherries, rich, dark chocolate. 12 oz., reg. \$1.20.... 97¢

FOR BABIES AND CHILDREN

- REXALL TINY TOT COUGH SYRUP** has a soothing effect that eases irritation. Children love its pleasant flavor. 3-oz. size, 39¢, now... 27¢
- REXALL POLYDROPS**. Drop-dose multi-vitamins mix easily with baby's formula. Vitamins A, D, B₁, B₂, B₆, C, niacinamide and panthanol, 60cc., regularly, \$3.69. Save \$1.22 at... \$2.47
- STORK ALUMINUM BABY BOTTLE STERILIZER**, 5-quart sterilizer with rack that holds 7 bottles plus accessories. Reg. \$4.25, now, \$3.67
- STORK BABY BOTTLE WARMER** with electric element inside pink or blue Bakelite base. Regularly \$1.98, now only..... \$1.57
- TERRY CLOTH ANIMALS**, foam rubber filled. Made of printed Cannon terry cloth, completely washable. Choice of 5, each a \$1 value... 77¢
- BLUE BIRD PLAYGROUND BALL** is a "junior volleyball" of tough, tan rubber—ideal for kicking, volleying, dribbling. \$1.29 value, now 97¢
- WINE-BOUND NOTE BOOKS** for school and home have lie-flat pages. Ea. a 10¢ val., 2 for 17¢
- BIG COUNT PENCIL TABLET** in the generous 8" x 10" size. Regularly 25¢, now... 2 for 37¢
- REXALL DE LUXE CHILD'S TOOTH BRUSH COMBINATION**. Plastic duck sticks to wall and holds two brushes—one for morning, one for evening. Another Lucky 7 Special, only 47¢

7¢ SPECIALS



REXALL MONACET APC for headaches, colds. 12, reg. 19¢

ENVELOPES, 6 1/2" size. Cello-pack reg. 10¢

2 for 7¢ POCKET COMBS, 5" black plastic reg. 10¢

STURDY "PUNCHING BAG" balloon reg. 10¢

EVERY PRICE A



SAVE 12¢

REXALL GLYCERIN SUPPOSITORIES contain pure glycerin to relieve constipation with prompt, gentle action. Adult's or child's, 24, reg. 89¢... 77¢



SAVE \$1.01

GIANT EASTER BUNNY, over 3 feet tall, hops right into kids' hearts. He's imitation fur and wears stripes and a bow tie. His face is plastic; bells jingle from his ears. \$2.98 value, now \$1.97



SAVE 20¢

REXALL ASPIRIN—the aspirin that, taken with water, is ready to go to work for you even before it reaches your stomach. Bottle of 200 five-grain tablets, regularly 87¢, now... 67¢



SAVE 28¢

REXALL MI-31 is our famous amber-color mouthwash, gargle and multi-purpose antiseptic. Actually kills contacted germs. Big 24-oz. bottle, regularly \$1.25, 97¢



SAVE 52¢

ELKAYS AIR REFRESHER aerosol kills odors instantly in bath, kitchen, nursery. Just press the button and air is quickly refreshed. 12 oz., \$1.79 value, now... \$1.27



SAVE 22¢

ELKAYS AEROSOL INSECT KILLER quickly kills flies, gnats, and many other pests. Harmless to humans when used as directed. 12 oz., regularly \$1.19... 97¢

LUCKY 7 SAVINGS FOR YOUR ENTIRE FAMILY



1. CARA NOME LIQUID BLUSH, lovely rouge that comes in choice of three shades. Tiny dot smooths evenly to exact "blush" hue you desire, stays on all day Reg. \$1.10, now 57¢
2. REXALL COD LIVER OIL, HIGH POTENCY, contains more than twice the USP minimum standard for Cod Liver Oil vitamin potency. 1 teaspoon provides 1 1/2 times the minimum daily adult requirement of vitamins A and D to supplement the diets of children and expectant mothers; aids development of sound bones and teeth; promotes calcium absorption. 1/2-pint, regularly 95¢, now only 67¢
3. REXALL THERAMINS, famous therapeutic formula with high-potency vitamins B₁, B₆, A, C and D. 100 capsules, reg. \$8.95, now just \$5.97
4. REX-RAY EXTENSION CORDS in color choice. 12' cord with extension plug, reg. 98¢ now 77¢; or 9' cord, reg. 89¢, now only 67¢

5. REX ALARM CLOCK, dependable time-keeper that goes 30 hours between windings! Choose style with luminous hands and dial, \$3.49 value, \$2.97; or with plain dial, mahogany-color case, \$2.79 value, now... \$2.37
6. IRISH LINEN ENVELOPES, 30, reg. 25¢ . 17¢
7. CAPE COD VACUUM KIT, all metal with pint vacuum bottle, \$3.15 value, now... \$2.77
8. ELKAYS AEROSOL, NON-ODT INSECT KILLER means sure death for many household pests. Spray indoors or out. Harmless to pets when used as directed. 12 oz., reg. \$1.59.... \$1.17
9. SPEEDWAY SCISSORS, 6 1/2" long, chrome plated, fine quality steel. You save more than one-third! \$1.49 value, now just.... 97¢
10. MEDFORD PAPER TOWELS, 3 rolls for... 57¢
11. MEDFORD TOILET TISSUE, 4 rolls for... 57¢

12. CAPE COD VACUUM BOTTLE with wide mouth, pint size. Keeps beverages or food hot or cold for hours. Regularly \$2.59 \$2.27
13. PLASTIC WASTE BASKET, Polyethylene. Large size with rolled rim. Washes to look like new. Color choice. \$2.19 value \$1.47
14. COLBY POCKET WATCH, Chrome plated case and second hand. With luminous dial, reg. \$3.19, \$2.87. Regular dial, reg. \$2.98 .. \$2.57
15. COLBY WRIST WATCH for men or boys. 2-jewel; shock resistant. Regularly \$4.95 \$4.37

SPUNTEX STRETCH NYLONS.

Plain or dark seams; lovely shades. Stretch to fit every leg and foot perfectly! Pair, \$1.39 value, now... 97¢



REXALL DRUG PRODUCTS ARE GUARANTEED TO GIVE SATISFACTION OR YOUR MONEY BACK

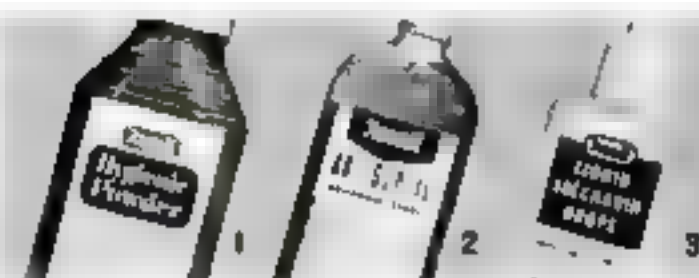
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MARCH 9th

Your Rexall Druggist will take advance orders now, to be picked up at any time during the Lucky 7 Sale

REMEDIES WITH REXALL'S
MONEY-BACK GUARANTEE



1. REXALL HYGIENIC POWDER makes soothing, cleansing wash. 1 lb., reg. \$1.89, now \$1.57
2. REXALL KLENZO ANTISEPTIC. Ruby-red mouthwash, gargle. Big 24 oz., reg. \$1.09, 87¢
3. REXALL LIQUID SACCHARIN DROPS in handy squeeze bottle, 25cc., reg. 65¢, now 57¢
4. REXALL ANALGESIC LIQUID relieves sore, aching muscles. 1 1/2 oz., reg. 75¢, now... 57¢
5. ANALGESIC BALM, 1 oz., reg. 65¢, now... 57¢
6. REXALL EPOTHICIN skin cream contains antibiotic tyrothricin. 1 oz., reg. 79¢, now... 67¢
7. REXALL EYELO EYE WASH. Soothing as natural tears when eyes are weary, strained or irritated. 4 oz. with free eyecup, reg. 43¢, now 27¢
8. REXALL FUNGI-REX POWDER for Athlete's Foot. Proven formula stops smarting, itching; helps prevent re-infection. 4 oz., reg. 59¢, 37¢
9. REXALL GERMATINE, painless antiseptic for cuts, minor burns. 6 oz., reg. 79¢, now... 57¢
10. REXALL LANOLIN, 1-oz. tube, reg. 33¢, now... 27¢
11. REXALL MILK OF MAGNESIA. Choose liquid, 6 oz., or tablets, 36. Each a 30¢ value, now 17¢
12. REXALL MINERAL OIL, 1/2 pt., 30¢ value, 37¢
13. REXALL PETROFOL mineral oil laxative. Gentle, tasteless. Full quart, reg. 98¢, now 87¢
14. REXALL FLUID EXTRACT CASCARA, aromatic. Laxative tonic. 2-oz. bottle, reg. 59¢, now 47¢
15. REXALL GLYCERIN, 2 oz., reg. 57¢, now... 47¢
16. REXALL GLYCERIN and ROSE WATER softens and soothes skin. 1/2 pint, regularly 95¢, 67¢
17. REXALL MERCUROCHROME, 1 oz., reg. 35¢, 27¢
18. REXALL CASTOR OIL, 2 oz., reg. 37¢, now... 27¢
19. REXALL HYDROGEN PEROXIDE, 3%, USP 10 volume. Effective antiseptic. 8 oz., special, 27¢
20. REXALL AROMATIC SPIRIT OF AMMONIA, USP purity, 2 oz., regularly 53¢, now... 37¢
21. REXALL SPIRIT OF CAMPHOR helps relieve discomfort of cold sores. 2 oz., reg. 69¢, now... 57¢
22. REXALL TINCTURE IODINE, USP purity, 1/2-oz. bottle with applicator, reg. 20¢, now... 17¢
23. REXALL WITCH HAZEL, 1/2 pt., 43¢ value, 27¢
24. REXALL BORIC ACID, Powder or Crystals, 1 lb., reg. 79¢, 87¢; in Solution, 8 oz., reg. 43¢, 27¢
25. REXALL ALUM POWDER, 2 oz., special, 17¢
26. REXALL EPSOM SALT, 8 oz., reg. 35¢, now... 27¢
27. REXALL SALT FLAVOR, sodium-free salt substitute. 2 1/2 oz., reg. 79¢, now... 67¢



CARA NOME CLEANSING-HORMONE CREAM COMBINATION. Get: 1. Cara Nome Hormone Cream with 10,000 intern'l units of natural hormones per ounce (1 1/4-oz. size); 2. Your choice of either Cara Nome Special Dry Skin Cleansing Cream (3 1/4-oz.) or Cara Nome Cold Cream (3-oz.). Combination of two, reg. \$3.25, now... **\$1.77**



REXALL PLASTIC QUIK-BANDS are flexible adhesive bandages backed with Pro-Cap, the special formula adhesive tape that is less irritating and sticks better. Waterproof. Box of 33, special... **37¢**



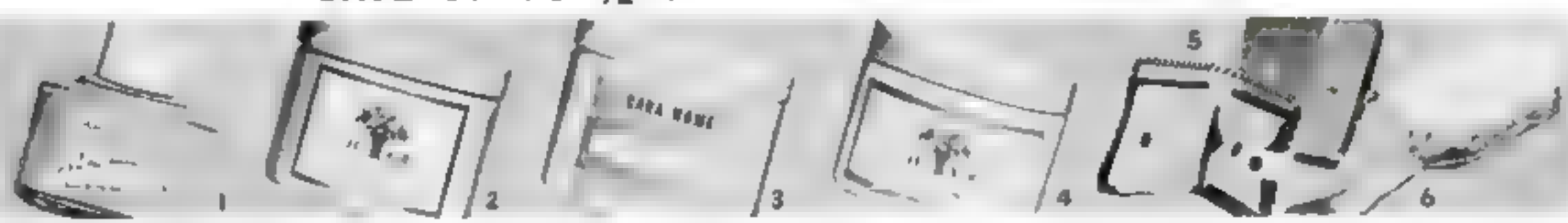
WRITING PAPERS for discriminating correspondents. Your choice of smart, top-quality papers. Regularly \$1.00, now a special at less than half price, **47¢**



REXALL DE LUXE TOOTHBRUSHES available in a wide range of medically approved styles—fine-soft, medium and hard textures. Select the style that's best for you. In plastic handles and assorted colors. Here's an opportunity to stock up for the entire family. Reg. 59¢ ea., now 2 for **87¢**

- GENUINE SPONGE** Mediterranean. Two different size sponges packed damp in plastic bag. 98¢ value ... **77¢**
- SACCHARIN** Rexall 1/2 grain, bottle of 500 tablets, reg. 75¢, now 57¢; 1/4 grain, 500 tablets, reg. 69¢, now... **47¢**
- ELI COTTON** Giant roll for padding, stuffing, all utility purposes. Full pound, now a Lucky Seven Special for only ... **57¢**
- HELEN CORNELL BOBBY PINS** Rubber-tipped. Black or bronze. Card of 72, reg. 25¢ ... **17¢**
- FILLER PAPER** 5-hole punched for 2 or 3 ring binders. Wide, narrow or plain. Each pack, reg. 25¢, now 2 for **37¢**
- DISH TOWELS** 15" x 28", assorted colors with woven stripe borders. Package of 6 quality towels, 98¢ value ... **77¢**
- DISH CLOTHS** 12" x 14", with colored borders. Durable, lint-free. Bundle of six, ribbon-tied, 69¢ value, now **47¢**
- WHISK BROOM** Full broom corn, double-stitched; wire-bound handle, metal top, ring for hanging. Reg. 79¢ ... **57¢**
- LUXURY POCKET PACK TISSUES** Strong, yet soft. Special, 6 for **27¢**

SAVE UP TO 1/2 ON THESE LUCKY SPECIALS



1. **CARA NOME LIQUID FOUNDATION** is ideal for either a smooth, even base or a lovely, natural finish makeup. Save more than 1/2 now! Choice of 4 shades, ea. reg. \$1.25, now only 57¢
2. **CARA NOME SKIN CREAM** has rich lubricating oils that help keep your skin soft and youthful looking. Apply each night, massaging well. Big 7 1/2-oz. jar, reg. \$2.50, now only... **\$1.25**
3. **CARA NOME LIQUID CLEANSING CREAM**, a pure, mild cleanser that penetrates deeply, cleans thoroughly. Contains mild antiseptic. 6-oz. squeeze bottle, regularly \$1.50, now... **77¢**
4. **CARA NOME POLISH REMOVER** removes polish quickly, neatly. Big bottle, reg. 49¢, now 37¢
5. **REXALL PLASTIC ADHESIVE TAPE**, waterproof, flesh color, and flexible even on knuckles. It's less irritating and sticks better, thanks to Rexall's Pro-Cap adhesive. Easy to tear—needs no cutter. 1/2" x 5-yd. roll ... **27¢**

3. **CARA NOME CREAM SHAMPOO** gives new life and lustre to hair. Conditions as it cleans, needs no rinse. Giant \$2.00 jar, special at 97¢
4. **CARA NOME DEODORANT CREAM**, a delicate anti-perspirant that protects you from bath to bath. Large size now 1/2 price. Reg. \$1.00, 50¢
5. **CARA NOME HYDROGEN PEROXIDE**, 6%, 20 Volume. 4-oz. bottle, reg. 25¢, now just... **17¢**
6. **REXALL MOLESKIN PLASTER** for foot comfort. Four 2" x 4" pieces. Cut size to fit. Reg. 33¢, 27¢
7. **REXALL ABSORBENT COTTON**, sterile, 4-ounce package, reg. 63¢, now special at... **57¢**
8. **REXALL REEL-ROLL COTTON** in handy package with self-cutting edge. 1 1/2 oz., reg. 43¢, 37¢
9. **REXALL QUIK-SWABS**, 3" cotton-tipped applicators. Package of 200, reg. 55¢, now... **47¢**
10. **REXALL GAUZE BANDAGE**, 3", special... **37¢**
11. **REXALL QUIK-PADS**, 3" squares, special... **37¢**

5. **BILFOLDS**, plastic, in color choice. Styles for men and ladies. Each \$2.00 value ... **97¢**
6. **LADIES' HAIR BRUSH**, professional. Lucite handle, nylon bristles. \$3.50 value **\$1.67**. Other hair brushes in professional, half-round or club style, each a \$1.00 value, now **77¢**
7. **LATHER SHAVE BRUSH**, pure badger with ivory plastic handle. Reg. \$2.50, now only **\$1.97**
8. **SUPER ELECTRIC HAIR DRYER** leaves your hair soft and shiny as sun-drying. Has gray metallic finish and adjustable walnut handle. UL-approved. Save \$1.98! A \$6.95 value, **\$4.97**
9. **DEFENDER HOT WATER BOTTLE**. Fine quality red rubber. Regularly \$2.39, now... **\$1.97**
10. **SHOWER CAP**, Vinylite, reg. 29¢, now 2 for **47¢**

FOR COLD RELIEF SAY "REXALL"



1. REXALL BIOKETTS, antiseptic lozenges soothe simple sore throat, 35, reg. \$1.29, now... **\$1.17**
2. REXALL CHERROSOTE COUGH SYRUP has 12 active ingredients to help quiet coughing caused by colds. Pint, reg. \$1.65, now \$1.27
3. REXALL R.P.R. BUFFERED ASPIRIN for rapid pain relief. Each tablet contains 5 grains asprin plus 2 antacids. 15, reg. 25¢, now... **17¢**
4. REXALL CHERRY BARK COUGH SYRUP relieves coughs due to colds. 1/2 pt., reg. 98¢, 67¢
5. REXALL MENTHOLATED WHITE PINE AND TAR COUGH SYRUP, 1/2 pint bottle, reg. 98¢, now... **77¢**
6. REXALL REXILLANA helps relieve dryness and tickling of coughs. 4 oz., reg. 59¢, now... **47¢**
7. REXALL ANTIHISTAMINE for colds and hay fever. Bottle of 15 tablets, reg. 49¢, now... **37¢**
8. REXALL LOZOTHICIN, antibiotic throat lozenges for fast relief. 28, reg. \$1.29, now... **\$1.17**
9. REXALL AQUEOUS NOSE DROPS give effective relief from minor nasal congestion and irritation caused by colds. 1 oz., reg. 49¢, now... **37¢**
10. REXALL ASPIROIDS, cold capsules. Quick relief for cold discomforts. 36, reg. 79¢, now... **57¢**
11. REXALL RUBBING ALCOHOL, soothing, cooling body rub. 1/2-pint bottle, reg. 45¢, now 37¢
12. REXALL CAMPHORATED OIL, 2 oz., 39¢, now... **27¢**
13. REXALL TINCTURE BENZOIN COMPOUND for minor bronchial irritations. 1 oz., reg. 35¢, 27¢

These suggested retail prices are effective February 28 through March 9, 1957 and are subject to Federal Excise Tax where applicable. Right reserved to limit quantities. Rexall Drug Co., Los Angeles 54, California.



YOU CAN DEPEND ON ANY DRUG PRODUCT THAT BEARS THE NAME REXALL

Your Rexall Druggist brings you modern, efficient prescription service, dedicated to the health and welfare of your community.

No Other Leading Toothpaste

**CLEANS
CLEANS
CLEANS**

YOUR BREATH *while it*

**GUARDS
GUARDS
GUARDS**

YOUR TEETH

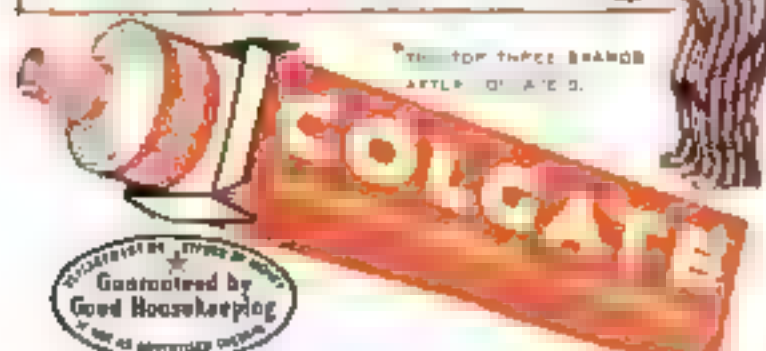
Like Colgate Dental Cream!



**Because No Other Leading Toothpaste
Contains GARDOL TO GIVE YOU
LONG-LASTING PROTECTION AGAINST
BOTH BAD BREATH AND TOOTH DECAY
...With Just One Brushing!**

Unlike other leading toothpastes, Colgate's forms an invisible, protective shield around your teeth that fights decay all day . . . with just one brushing! Gives you a cleaner, fresher breath all day, too! Ask your dentist how often to brush your teeth. But remember! No other leading toothpaste* cleans your breath while it guards your teeth like Colgate Dental Cream with Gardol!

SAFE for Children of All Ages!
to Use in All Water Areas!
Makes teeth whiter -
cannot stain or discolor!



GARDOL IS COLGATE'S TRADE-MARK FOR SODIUM N-LAURYL SULFONATE.



ON A QUICK TURN, RICKY DILLON GRABS CONTROLS OF "ICE QUEEN" AS PASSENGERS IN REAR DUCK SNOW SPRAY

AN ICEBOAT WITH WIND BUILT IN

Iceboating has always been regarded as a daredevil sport designed for those who get their thrills on frozen lakes at reckless speeds. Now a propeller-driven sled has made it possible to enjoy much of iceboating's fun and speed in safety, and without a sailor's concern for sail and wind. The two-seat sled, called Ice Queen, scoots along at speeds up to 40 mph in front of a pusher-prop motor. Equipped with

simple steering and speed controls, it can easily be operated by a child. Even on fast turns its wide runners and low center of gravity make it cling to the surface instead of heeling like sail-rigged iceboats. Sled and 4-hp Dragonfly motor weigh approximately 150 pounds, cost about \$400. And the air-drive motor is double-duty; in summer it is also useful for propelling a boat through shallow waters.

SKIMMING AT ABOUT 35 MPH OVER SNOW-COVERED GREENWOOD LAKE IN NEW JERSEY, TWO SLEDS STAGE A RACE

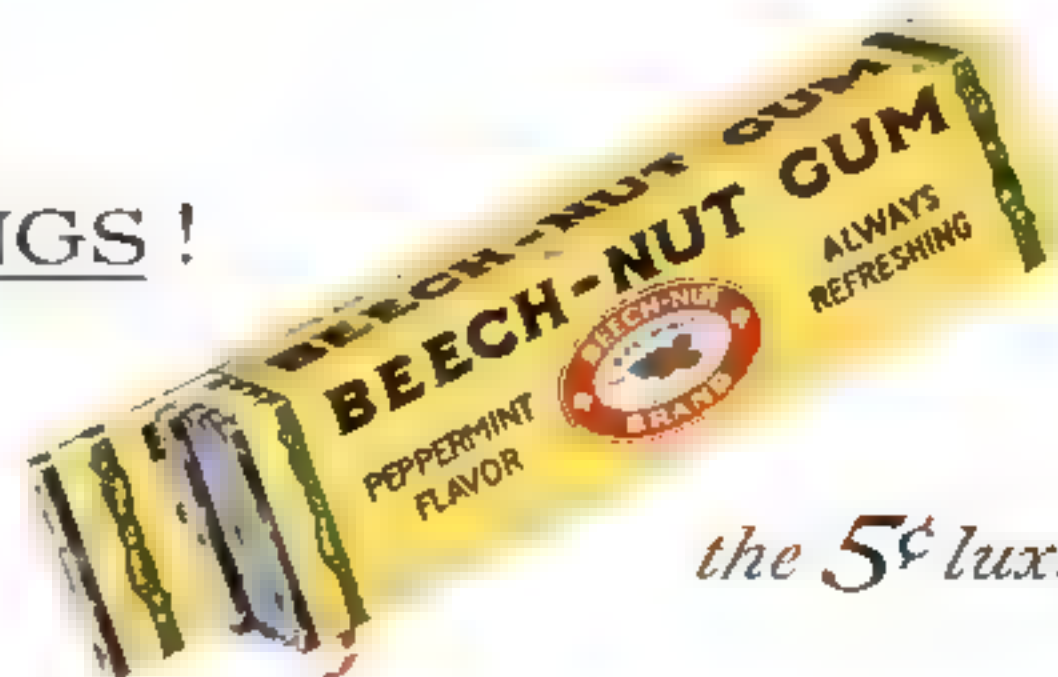




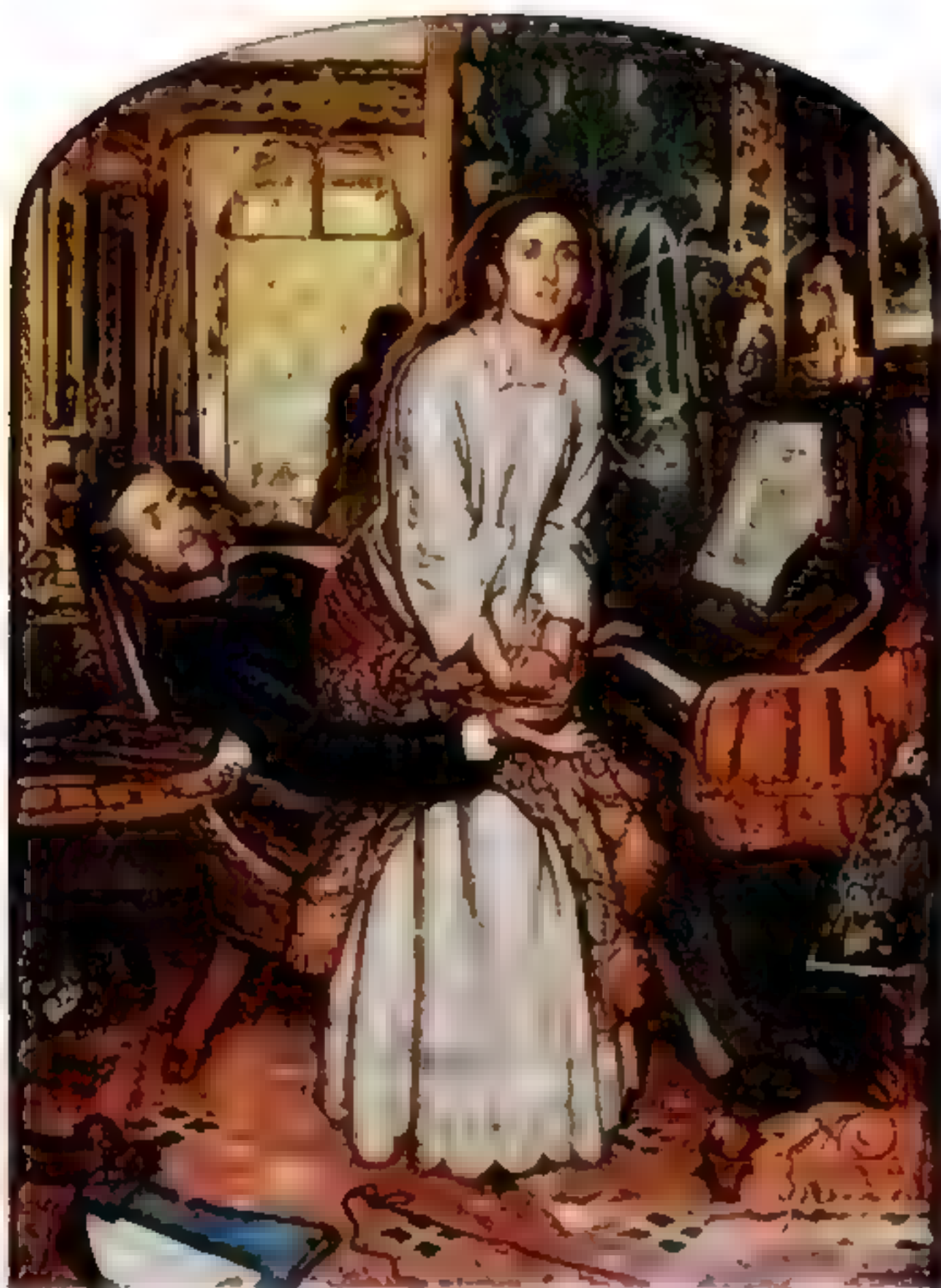
Be Chewsy...

CHOOSE THE ONE THAT BELONGS !

BEECH-NUT...the quality gum



the 5¢ luxury



"THE AWAKENING CONSCIENCE," painted in 1853 by William Holman Hunt, records the overstuffed surroundings and moral viewpoint of Victorian England. It is a sermon on a maiden who decides to repudiate her life with a philanderer when he sings song that reminds her of her unblemished childhood.



"JEAN BY THE KITCHEN TABLE," painted in 1954, is John Bratby's unvarnished view of his wife in her familiar setting. A member of Kitchen Sink school of painters (LIFE, April 23, 1956), Bratby stolidly reports his seamy surroundings without moralizing.



"LISTENING FROM PUNTS" at Cookham regatta is part of a biblical allegory on which Stanley Spencer has been working for 22 years. This panel,

GALAXY

Renowned as a nation of writers, Great Britain has generally been overshadowed as a nation of artists. For centuries she produced only a handful of painters who achieved anything more than provincial fame. But the energetic and dedicated activity of her artists through the years now is producing a remarkable upsurge of British painters and sculptors. These artists have not only won international recognition for their



Painted in 1955, represents a crowd listening to sermon by Christ, who is not in the picture. Unconventional in its interpretation of the Bible, Spencer's scene

is based on childhood memories of regattas on the Thames and portrays with whimsical yet earnest realism the people he knew in his village of Cookham.

OF BRITAIN'S ART

own generation but have stirred fresh interest in Britain's artistic past. Today a huge British exhibition, which was organized by the Museum of Modern Art in New York, is making a cross-country tour of the U.S. Currently at the City Art Museum in St. Louis, it presents a choice view of a century and a half of painting in Great Britain.

The majority of artists who are at work in present-day Britain are the

perpetuators of the nation's old and favorite themes. Although the styles are varied and the viewpoints diverse, the paintings reproduced on these and the following seven pages demonstrate how British painters continually have been fascinated by the people and the life about them, how they have been possessed of strange visions and how, above all, they have been enamored of the changing charms of their native landscape.

CONTINUED



SOUTHAMPTON EXHIBITION ART GALLERY

LYTTON STRACHEY, whose brilliant, irreverent biographies of Victorians became best-sellers after the first World War, was painted in 1914 by Henry

Lamb. A portrait specialist, Lamb developed a style of crisp design which was well suited to accentuating the angular, attenuated appearance of Strachey.

Literary likenesses



NATIONAL MUSEUM OF WALES CARDIFF

DYLAN THOMAS, the Welsh poet who died in 1953, was painted in 1936 by Britain's most famous contemporary portraitist, Augustus John. With spontaneous technique, John emphasized the emotional intensity of the 22-year-old poet.



NATIONAL PORTRAIT GALLERY LONDON

WILLIAM WORDSWORTH posed in 1842 for Benjamin R. Haydon who portrayed the romantic poet "in pensive mood" against stormy background. Then 72, Wordsworth was poet laureate of Britain and world famous. Haydon, a struggling romantic painter, won so little acclaim he committed suicide four years later.



TATE GALLERY LONDON

EDITH SITWELL, *grande dame* of contemporary British poetry, sat for modernist Wyndham Lewis in 1923. After a score of sittings Miss Sitwell

became displeased with Lewis' cold, vaguely cubistic rendering and refused to pose or to pay. Lewis kept the portrait and finally finished it 12 years later.

A weird world of visions and nightmares

Britain's inclination toward the supernatural and visionary came into full bloom with poet-painter William Blake, who at the age of 4 announced he saw God "put His head to the window." Blake went through his 70 years of life ("under the direction of Messengers from Heaven, Daily and Nightly") translating his visions into mystical color and fiery line.

A few kindred artists, eccentrics like Henry Fuseli, marveled at Blake and were inspired to set down their own fantastic creations. But the visionary appeared only spasmodically and with limited intensity through the Victorian era.

Now a startling new phantom world has come into being in the paintings of Francis Bacon. An artist of surrealist leanings who is mostly self taught, Bacon has focused on the elusive realm of subconscious fears and nightmare memories, framing macabre and haunting images of far more "fearful symmetry" than anything Blake ever envisioned.

GOETHE MUSEUM, FRANKFURT

CRAZY KATE, a mad serving maid described by the Poet William Cowper, was choice subject for Henry Fuseli who painted her about 1805. A Swiss who spent 50 years of his life in Great Britain, Fuseli was considered "horribly mad."

HECATE, Greek goddess of magic and spells, was visualized in 1795 by William Blake who portrayed her with three bodies, enabling her to look three ways at once. Surrounding Hecate are ghoulish attendants of the supernatural world.



TATE GALLERY, LONDON



COLLECTION MRS. HELEN GRIGG UCKFELD

"CRUCIFIXION FRAGMENT" was conceived by Francis Bacon in 1950 as a kind of echo of a grotesque dream in which a doglike creature pursues a

shrieking chimera, seemingly pinned to cross. In spite of title it is nonreligious painting in which Bacon aims at conveying haunting subconscious images.

NATIONAL GALLERIES OF SCOTLAND



DURHAM Cathedral painted by J.M.W. Turner in 1835 was part of the artist's lengthy series on English churches. But the actual subject of the painting, as in Turner's other works, is the vaporous light that drenches the medieval church towers and the river valley.

A native love of the landscape's look and light

Like her poets, Britain's painters have been devoted to the landscape. The urge to record the countryside became a national hobby in the 18th Century when Britishers took to lanes and meadows, armed with essays on nature to help them sort out the "correct" views for their drawing books. But not until the 19th Century and the appearance of Constable and Turner did English landscape painting arrive at the glorious pinnacle which lifted it into the realm of the world's great masterpieces.

Though living at the same time, Constable and Turner developed

individual approaches to nature. A country boy who believed "a painter must walk in the fields with a humble heart," Constable set about to capture the shifting temperament and dramatic contours of nature. A city boy, Turner was enthralled with the luminous skies which enveloped both town and country. Today, British painters still pursue the light and look of the landscape, sometimes fancifully, often abstractly, but with the same love Wordsworth had for "the meadows and the woods, and mountains; and of all that we behold from this green earth."

THE BRITISH COUNCIL, LONDON



MOUSEHOLE, a Cornwall seaport, was painted in 1947 by Ben Nicholson. Nicholson harmoniously blends geometric abstraction with realistic details for effect which, though modern, retains the delicacy and linear qualities of earlier English landscape paintings.

WEYMOUTH BAY (on opposite page) is an 1819 sketch by John Constable. Such small sketches (this measures about 8 by 10 inches) were made as guides for large canvases. But they catch immediacy and mood of the scenes far better than most of his "finished" landscapes.

FOLD OUT →

DO NOT TEAR



Samson at the Temple



Joseph's help to Egypt

Beer-sheva



David's Bethshul in Hebron

Gomorrha

Sodom



Lot's escape from Sodom

Babylonians go into and burn



Holofernes's head on platter



Rahab in the wall

WILDERNESS



Hagar and Ishmael

Passage of fire for children of Israel



Exposition of Job



EGYPT

Queen of Sheba's visit to Solomon



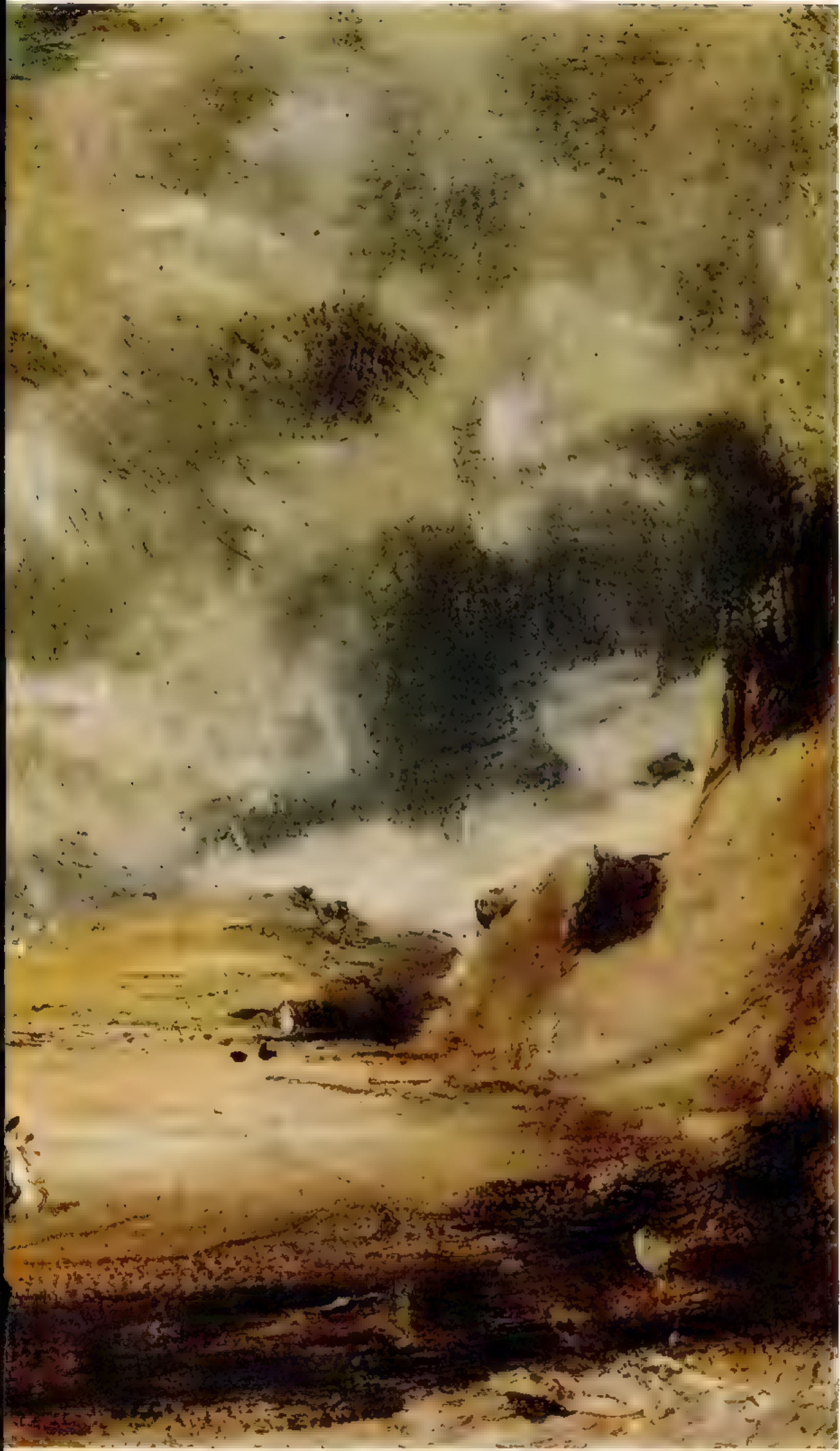
Manna sent by God to Israelites



Red Sea

Moses with Ten Commandments





VICTOR A. AND ALBERT MUSEUM LONDON

1. Close the page
2. Slice the folded edges
3. Arrow pointing to the fold
4. Front side touching the foldout page

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2. Open the foldout page

Foldout slip-sheet



GhsSlipSheet-001

Foldout slip-sheet

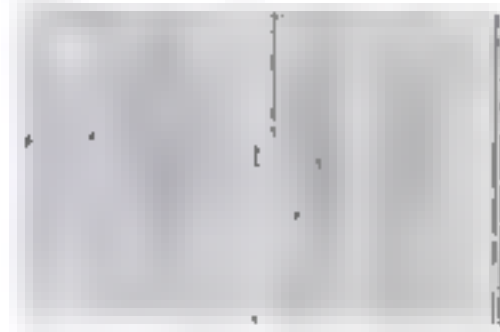
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 1. Front side touching the foldout page
 2. Arrow pointing to the fold
3. Slice the folded edges
4. Close the page



Follow instructions on the other side

Back

GuestBack-0013



Back

1 Follow instructions on the other side



Mediterranean

Paul's Travels

Sea

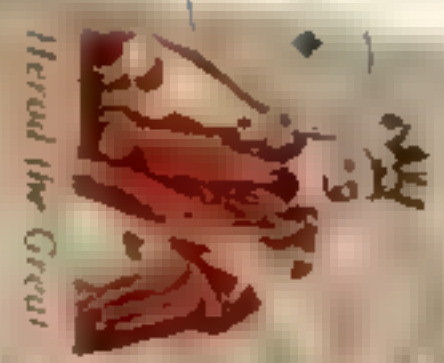
Jonathan the Strong

Abimelech's Tomb

Gaza

PLAIN OF SHARON

Battle at Armageddon
PLAIN OF ISRAEL
Nazareth



David and Jonathan



Shechem



Deborah's Verger

Israel Marching to Beth Leoni

Ruth and Boaz

VALLEY OF HAI

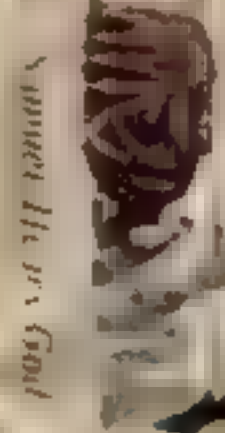


Goliath

Isaiah



Birth of Jesus



Samuel Hearing God

Jerusalem

Bethlehem

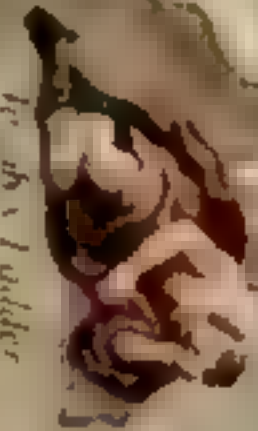
Dead Sea

Dead Sea (Salt Sea)



King David

Queen's Tomb for Absalom



Jacob's Ladder

Jericho

River

Jordan



Peter

Jesus on a Crucifix



Adam and Eve

GARDEN OF EDEN



Daniel in the Lions' Den

BABYLONIA



Moses Seeing the Promised Land

Baptism of Jesus by John the Baptist



River

APRIL

King's Palace



MODERN MAP OF BIBLE LANDS

Research enables scholars to locate sites of great events

As biblical times have receded farther and farther into the past, modern man has learned more and more about the great events which highlighted them. Since 1920 archaeologists have made unprecedented progress in the Holy Land and discovery of the Dead Sea scrolls has quickened the pace. It is possible now to locate the sites of most important biblical happenings and this is what has been done on this map, which appears in Life's newly published book, *The World's Great Religions*. Based on the series that appeared in Life during 1955 including the special Christianity issue, *Great Religions* contains new material both in text and illustration.

The map covers biblical chronology from the Garden of Eden to Paul's conversion and travels. Many places have hardly changed since biblical days. At the three wells Isaac dug in Beer-sheba after his marriage, Arab girls drawing water today wear dresses much like those Rebekah wore. The wilderness into which Hagar and Ishmael were cast and where Moses led the children of Israel is still a desolate waste.

Most places and incidents on the map will recall people familiar from Sunday school lessons—Naaman whom Elisha cured of leprosy, Hiram who sent cedar timbers for Solomon's Temple, Abigail to whom a servant brought King David's offer of marriage. But others will be less familiar and should send readers to their Bibles to recall what hero took refuge in Gath and who died at Megiddo.

Some illustrations on the map depict people the Israelites knew—the nomads, the Babylonian enemies. Places outside the map's borders are indicated by arrows. Where a place name differs in the two Testaments (like Old Testament Rabbath-ammon which the New Testament calls Philadelphia) both versions are given. There are sites whose location can be only approximated—where Job lamented, where Christ was baptized. And some sites cannot be seen today. Sodom and Gomorrah probably stood in an area now engulfed by the Dead Sea which lacks an outlet and has grown in size since Lot fled and his wife turned to salt.



Phoenician Cargo Ships with Cedar for Solomon's Temple

Acho, Protemais

Jesus' First Miracle

Magdala

Tiberias

Sermon on the Mount

Capernaum

Bethsaida Julias

Mt. Carmel

Cana

Jesus as a Boy

Elijah's Sacrifice

Nazareth

Mt. Tabor

Jesus' First Miracle

Haror

Peter and Andrew

Sea of Galilee

Haror

Sermon on the Mount

Capernaum

Bethsaida Julias

Magdala

Tiberias

Jesus' First Miracle

Jesus as a Boy

Elijah's Sacrifice

Sidon

Naaman the Syrian on Way to Elisha

Paul's Conversion on Road to Damascus

Damascus

River Abana

Cedars of Lebanon

Mt. Hermon

Dan

Caesarea Philippi

Tyre

Hiram, King of Tyre

Noah's Ark

ARARAT

Nomadic Camp



The day you take off your hat to your new boss

What a sense of pride and promise when you "open shop" in a business of your own! The sun comes sailing through the clouds . . . the future's bigger, brighter and belongs to you alone. But don't just dream of that future . . . start a program of planned savings at your Insured Savings and Loan Association. It's a wise place to put your money because you can be sure of sound and progressive management. Your dollars are invested where they'll bring you excellent returns. What's more, your money's *safe*—it's insured up to \$10,000 by the Federal Savings and Loan Insurance Corporation. And when opportunity comes along . . . the money's there for you—not subject to the ups and downs of the "bulls and bears." And, by the way, you'll have lots of company . . . the nation's Insured Savings and Loan Associations have 18 million accounts—6,000 new ones every day—and assets total over \$39 billion.

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THEATER



THE MISCHIEVOUS VISITOR FROM SPACE (CYRIL RITCHARD) SHOWS HOW HE EXPECTS TO MAKE THE EARTH BLOW UP BY EXPLOITING MANKIND'S LOVE OF WAR

Peck's Bad Boy from Outer Space

In his flying saucer he brings hilarity to Broadway in 'Visit to a Small Planet'

When a space ship lands on the lawn of a fine Virginia home, out steps dapper Mr. Kreton. He has come to earth on a pleasure trip to see the Civil War but has arrived about 100 years too late. Citizen of an unknown planet, Kreton makes friends with his host's family, along with an Army general who is officially in charge of UFO (Unidentified Flying Objects). By supernatural means Kreton knows all about the earth and he loves to watch human beings wage war. Like Peck's Bad Boy, he almost starts a new one before he is sent packing back to outer space.

Around this fantastic yarn Author Gore Vidal has spun a satiric comedy called *Visit to a Small Planet*. With a team of actors—Cyril Ritchard as playful Mr. Kreton, who adores people because they are such "dear wicked children," and Eddie Mayehoff as the wildly confused Army general—Broadway is having the funniest, freshest invasion of the season.

STARTING TROUBLE just for fun, visitor (right) induces two young men to fight over a pretty girl, watched by her father and a general.

CONTINUED



BATTLE OF THE LAUNDRY



FUNNIEST SCENE in show has the general (Eddie Mayehoff) telling the visitor how he helped military morale in the war with his mobile laundry unit. In a major war, he says, you "lost more damned sheets, pillow cases."



CARRIED AWAY by his heroism, the general goes on, "Major logistical problem, laundry. . . Lots of big decisions to make . . . kind of soap to use. . . Decided finally on Snow-chip flakes. Fine lather . . . and has bluing."



FEVERISHLY EXCITED, general describes battle of the suds when he stuffs laundry in machine. "Pull the lever. Whoosh! Feel that hot water circulating? Soap is shot through the water. Detonated! Like puffed wheat."

CONTINUED

braves weather

ESQUIRE SOCKS
"THE SMARTEST THING ON TWO FEET"

ONE SIZE FITS ALL

for the Governor

THE GOVERNOR
THE FIRST AND FINEST MEN'S STRETCH SOCK

America's best sock!

Somewhere there sits a man . . . snug . . . secure . . . serene. Never will he know that she offered herself to the storm that he might wear the GOVERNOR! And what's the secret of this great all-nylon stretch rib sock? Its richer, new weight makes it fit better, rise higher on the leg, stay wrinkle-free all day long. \$1

ESQUIRE SOCKS | Division of Chester H. Roth Co. Inc.,
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STOP DAYTIME DROWSINESS



sleep deeply all night...wake up refreshed on a
Form Fitted mattress of **Firestone FOAMEX**

IT'S BUILT TO REST YOUR ENTIRE BODY IN BALANCED COMFORT . . . FROM HEAD-TO-TOE!

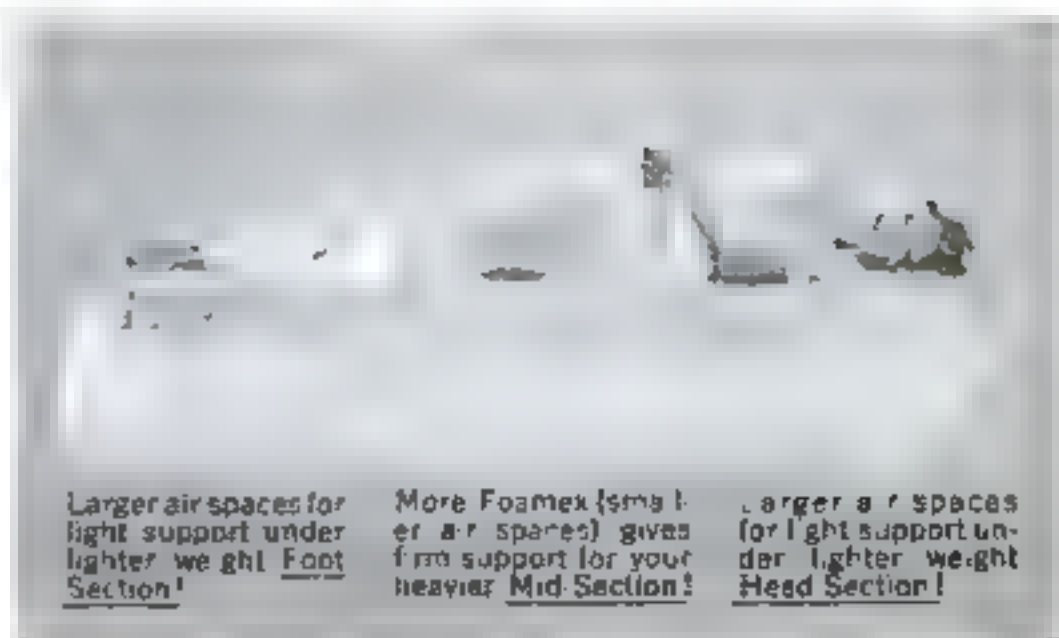
How wide awake you are all day depends on how fast asleep you are all night. And now everyone, short, tall, big, small, can enjoy the deep, undisturbed sleep possible only from a mattress that adjusts to your body contours.

Reason: Form-Fitted Construction . . . found only in mattresses of Firestone Foamex...distributes sleep-inducing, curve-conforming Foamex in direct proportion to your body weight. Lighter head and limbs rest on just enough

Foamex to give gentle, but secure support. Heavier mid section has more Foamex beneath for firm, but buoyant support. Result: head-to-toe "balanced" comfort.

Your favorite department or furniture store has a wide selection of Form-Fitted Mattresses of Firestone Foamex! Prices start as low as \$59.75! Stop in today and take the FREE Rest Test.

Enjoy the "Voice of Firestone" on radio & TV Monday evenings over ABC. See Arlene Francis demonstrate Foamex Form Fitted Comfort on NBC-TV's popular, daytime "Home" Show.



Larger air spaces for light support under lighter weight **Foot Section!**

More Foamex (smaller air spaces) gives firm support for your heavier **Mid-Section!**

Larger air spaces for light support under lighter weight **Head Section!**

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while you drive!



Alemite Kleen Treet gives your car new pep and power or your money back!

Amazing new Kleen Treet goes to work instantly to clean up dirty carburetors—ending one of the biggest causes of modern engine fail-

ure. Kleen Treet clears out fuel lines—stops icing in fuel system and carburetor! Saves you costly carburetor overhauls—troublesome, expensive breakdowns.

Kleen Treet gives your car an on-the-road tune-up within 50 to 100 miles of driving... restores new-car pep, power and performance... or your full purchase price is refunded. Try it today!



Just pour it in your gas tank!

Use Kleen Treet for Safe, Dependable 5-Way Engine Tune-up and Protection!

1. Cleans carburetors and fuel systems!
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3. Stops icing in fuel lines!
4. Reduces annoying high-compression ping!
5. Lubricates fuel pump and upper cylinder areas!

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at your service station,
car dealer, or auto
supply store

ALEMITE

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Division of STEWART-WARNER CORPORATION



MAN FROM SPACE CONTINUED



WHIPPING OFF MAKE-UP after his Saturday matinee, Ritchard gets set to rush to the Metropolitan Opera where he played another role that night.

VERSATILE MR. RITCHARD

In all Broadway history no actor has carried on such diversified activity in one season as Cyril Ritchard. He stars in *Small Planet*. He also directed the show. He directed Offenbach's opera, *La Perichole*, for the Metropolitan Opera, and likewise performs in it. Whenever *La Perichole* is on the bill, Ritchard has to turn over his space-man role to an alternate actor, Martyn Green.

Born in Australia, where he starred in musical comedy for many years with his wife, Ritchard is a well-known actor in London, has played in movies, and has cut a swath in American TV as director and actor. As Captain Hook he snarled at Mary Martin in *Peter Pan* and sold magic beans in *Jack and the Beanstalk*. This spring he will tour as far as Chicago and Dallas with *La Perichole*. By his own admission, he can sing only four notes but they are agreeably loud and clear.



AT METROPOLITAN OPERA Ritchard wiles a burro as he sings a major role in most popular hit of Met season, *La Perichole*, which he also directed.

Perfect Corn Bread Mixed in Seconds

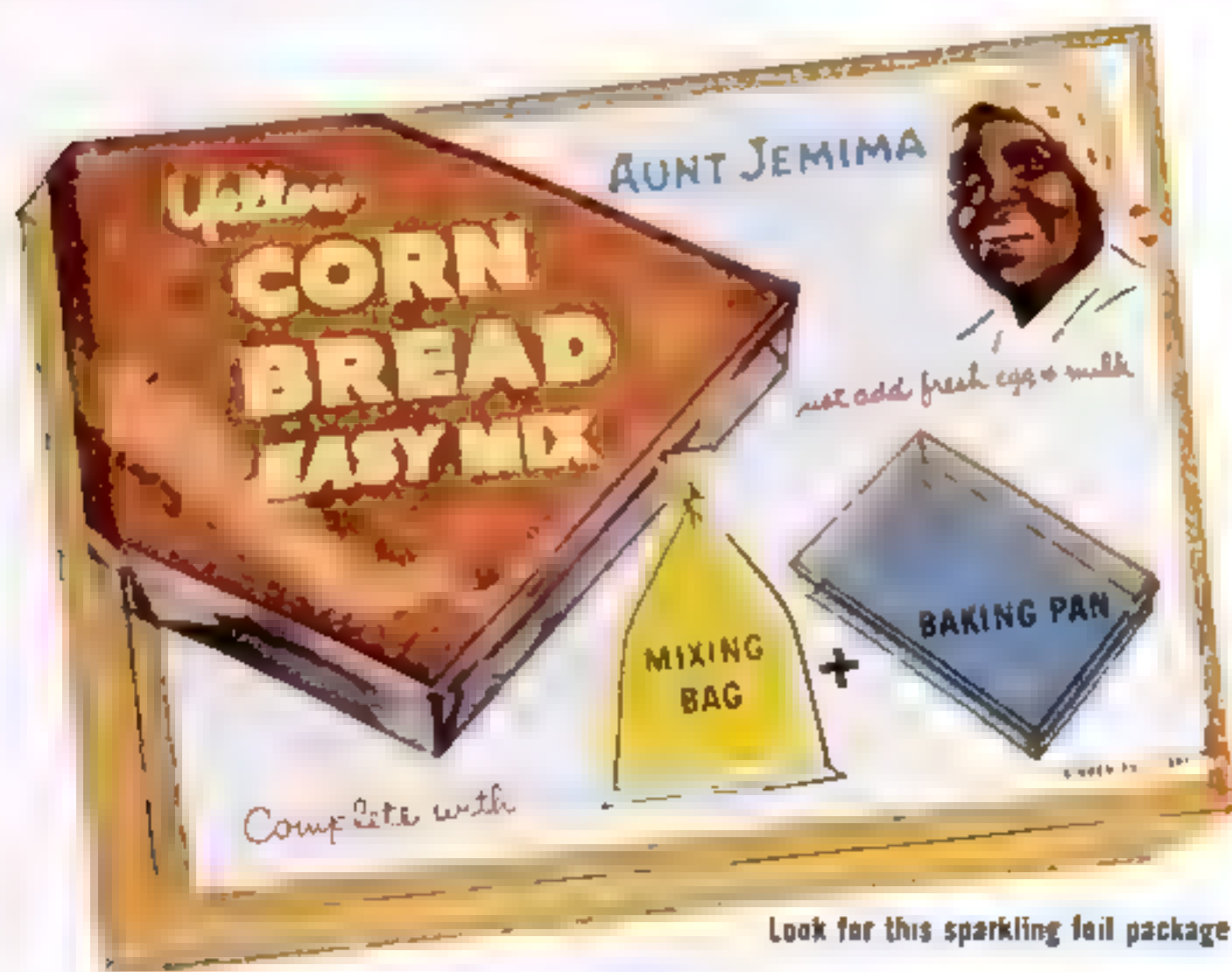
and no bowl or pan to wash!



YOU GET ALL THREE - Mix, throw-away Mixing Bag and aluminum Pan (No bowl or pan to wash!)

40 SECONDS TO MIX! Just add egg and milk, squeeze bag to blend, pour into pan and bake

PERFECT CORN BREAD every time! Velvet-textured heavenly golden crust, top and bottom.



Look for this sparkling foil package

Aunt Jemima

CORN BREAD EASY MIX

New Mix...Miraculously Easy!

No other mix saves you so much time and work! Just pop egg and milk into plastic bag, right on top of the mix, and squeeze the bag to blend. Pour into the special aluminum baking pan that needs no greasing and never, never sticks. Result? Six to eight servings of corn bread so golden-perfect it's almost a shame to eat it. What's that name again? Aunt Jemima Corn Bread Easy Mix!

Get This New Corn Bread Server!

with zip-tape end label from Aunt Jemima Corn Bread Easy Mix package. Beautiful Stainless Server 8 1/2 inches long for corn bread, cakes, desserts. Exclusive Oneida "Heart of Sweden" pattern. \$1.49 value only 50¢ with label!

Corn Bread Server,
Box 44, Sherrill, N. Y.

Please send me postpaid () Corn Bread Server(s) in stainless steel. For each Server I enclose 50¢ and the zip-tape end label from Aunt Jemima Corn Bread Easy Mix.

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Mrs. Mitchell's last car cost more

Like many other people who can afford *any* car at *any* price, Mrs. Mitchell is one of the most enthusiastic owners of the 1960-new Plymouth.

Yet Plymouth is right in the low-price 3! Why does it appeal so strongly to those used to more expensive cars?

Well, until the new Plymouth dazzled the market you *had* to pay thousands more . . . perhaps go to a costly custom job . . . to get even a few of the advances that Plymouth offers. You couldn't get them *all* at *any* price! Take just a few—

The utter luxury of the astounding new “floating” Torsion-



Don't miss Plymouth's two great TV programs: Lawrence Welk's "Top Tunes and New Talent" and "The Roy Anthony Show."

than \$6,000

Aire Ride that floats you over *every* road . . . the astounding safety and sureness of sports-car handling . . . the tremendous, comforting power for safety of the new Fury V-800, super-powered to 290 hp . . . the rangy, roomy grace of Flight-Sweep Styling—the new shape of motion.

And that's only skimming the surface. Your Plymouth dealer has the rest of the story at his finger tips. See him. *Drive* this Plymouth. *You really have to try it to believe it!*

When you drive a

Plymouth

suddenly it's 1960



Yes . . . the **IBM Electric** can handle a crisis — it turns out . . .

sales-clinching
typing . . . at a
plane-catching
pace!

The IBM Electric gives you typing that impresses clients and insures attention—typing a secretary and her boss can be proud of.

All this in record time, too, because the IBM requires 95.4% less "finger-effort" than a manual and because the IBM offers the exclusive "Speed-Level" keyboard. In every way the IBM saves a secretary's energy and time—saves a boss' money through increased office efficiency.

Remember, too—the IBM is the world's *simplest* electric in design and operation—the most *dependable* in performance!



IBM **ELECTRIC**
TYPEWRITERS

The IBM Electric is available
in these 7 handsome colors

—OUTSELL ALL OTHER ELECTRICS COMBINED!



WITH GRINS AND HUGS, MANILLA TEAM AND MANAGER JANELLE KUCHEL (WITH GLASSES) HAPPILY CELEBRATE THEIR WIN OVER EXIRA IN DISTRICT TOURNAMENT

HOOPS, DEAR, IN IOWA

It was tournament time in Iowa for 700 girls' basketball teams, and the gyms reverberated with the gleeful shrieks of winners and the losers' sobs. The one state where the girls' game often exceeds the boys' in popularity was working up its annual fervor for the coming girls' state championship. In Iowa this is no small-time affair. Last year the 16 finalists played before 87,000 people in five days at Des Moines.

The girls' teams, most of which came from towns with an average 700 population, began to show the strain of a season-long build-up in last week's district tournament play-offs. As the players fought hard to get into the finals, emotions spilled over freely during and after the game. And the coaches were faced with an odd basketball problem: how to deal with girls who are skilled basketball players but, at the same time, girls.

LATE IN GAME, TWO UNION-WHITTEN PLAYERS SOB AS TEAM FALLS BEHIND →





URGING players to fight harder, Union-Whitten coach, Robert Allen, speaks during a time-out in the last quarter. His Cobra team lost to Gladbrook, 56-44.



INSPIRING team in locker room before start of game, Coach Jim Welch of Coon Rapids says, "I don't want this season to end tonight." It did, though.



SIGNALING desperately, Coaches Howard Justice (left) and John Poulsen tell Exura team to take time-out in an unsuccessful effort to prevent defeat.



If you feel run-down because of
TIRED BLOOD

FEEL STRONGER FAST

*within 7 days
or money back!*



If you drag yourself around during the day feeling weak and tired... your trouble may be due to what doctors call iron deficiency anemia*. We call it Tired Blood. Check your doctor. If you are suffering from iron deficiency anemia, GERITOL can help you feel stronger fast. GERITOL is a high-potency tonic that begins to strengthen iron-poor, Tired Blood in just 24 hours. In only one day GERITOL iron is in your bloodstream carrying strength and energy to every part of your body.

After an illness such as a cold, flu, sore throat or virus, you may also suffer from iron deficiency anemia. At such a time, GERITOL can help you regain your strength. So, if you feel weak and run-down because of Tired Blood, get GERITOL, liquid or tablets. And take it every day. You'll feel stronger fast—within seven days or money back.

GERITOL
for Tired Blood



NEW ADVANCE for relief of common RHEUMATIC and ARTHRITIC-LIKE PAINS*

If you suffer from common rheumatic and arthritic-like pains, try the new pill-within-a-pill ZARUMIN. ZARUMIN offers this new advance. It contains an *outer* pill that brings fast, temporary relief. And an *inner* pill that brings more relief hours later—thus giving longer-lasting relief. As a result, you enjoy more freedom from pain. Safe, taken as directed. If pain persists see your doctor. Money back if not satisfied.

*For effective, temporary relief.

Zarumin



100% SAFE SLEEP*

You can sleep soundly to-night...safely. Try SOMINEX, the new sleeping aid that contains no narcotics!

Whenever you can't sleep at night... your nerves on edge... try SOMINEX, the new aid to sleep that relaxes you and lulls you into restful, natural-like sleep. SOMINEX contains no barbiturates. No bromides. No narcotics. Non-habit forming. Get SOMINEX from your drug-store today and take as directed for 100% safe sleep. Money back if not satisfied.

*Taken as directed.



Sominex



Cashmere Punched Pig: Fashion's Newest Pet

This is spring's smartest look—for busy suburban living or active dashing about town. The richly grained texture of Punched Pig . . . perfect punctuation for your separates, your casual suits and toppers. And you'll love them for their soft and wonderful feel . . . for the gentle fit you've learned to expect of Cobbies. Styles illustrated: above, RUSTIC; bottom left, TALLY-HO; right, ROUNDTOWNER TIE.

Available at fine stores everywhere . . . write, we'll tell you where. Smart young Cobbies \$8.95 to \$11.95



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The Do's and Don'ts of MOVING

by Noted Home Consultant

Bette Somers Malone



Moving is an especially serious problem for the woman of the house.

She naturally worries about the safety of her prized possessions—her china, glassware, mirrors and fine-finished furniture. She is concerned about her rugs, drapes, clothing and upholstered things. And if the family is moving to a strange city, she'll be asking herself: "What is it like?" . . . "How about schools and churches and stores?" . . . "How long before we can start living again?"

Having moved millions of families, United Van Lines knows what help a woman needs when the family is going to move. A woman's help! And to fill this need, United offers the free advice of a distinguished woman moving consultant—Mrs. Bette Somers Malone.

With Mrs. Malone's help, your move is completely Pre-Planned

. . . and carried out to the finest detail by United's Master Movers. You are fully advised on modern procedures . . . how to arrange for coverage of your goods in transit . . . what determines the cost of your move . . . how to be sure of the Mover you choose. And if you want some facts about the city you're moving to, just ask Mrs. Malone.

If you are planning to move, write today advising Mrs. Malone the approximate date, where you are moving, how many rooms of furniture you have. She will gladly send you a Pre-Planned Moving Kit containing helpful hints . . . "Do's and Don'ts" . . . change-of-address cards, carton stickers . . . any special or personal advice you may request.

Write today . . . to Bette Somers Malone, Dept. L, United Van Lines, St. Louis 17, Mo. No obligation.

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UNITED VAN LINES (CANADA) LTD.

For Local and Long-Distance Moving, Look Under "MOVERS"
in Classified Phone Book for Nearest United Agent



FLASHY FLOOR WORK is shown by Extra's Marilyn Esbeck as she cuts between two Manilla guards. Girls make good use of two dribbles rule allowed.

SKILLS AND FRILLS

More girls (22,000) play on school teams in Iowa than anywhere else—and they have left their mark on the game. They set sleek feminine styles in uniforms and bring along cute stuffed mascots. But they take the game so seriously that many practice all summer and do roadwork before the season. Under girls' rules running and body contact are reduced and a premium is put on accurate shooting. Iowa girls often prove sharper shots than boys. Maynard, last year's state champs, scored 53.5% of all tries. Coaches drill the girls on fundamentals but have learned to avoid intricate plays. As one explained, "They get so excited in a game it's hard to get through to them."

FEMININE TOUCHES, stuffed animal mascots of rival teams, share floor with Eldora players during warm-up for tournament game with State Center.



Help us find a better name for this new flavor!

BANANA! STRAWBERRY!

it's delicious!



Sealtest
ICE CREAM

WIN A YEAR'S SUPPLY OF ICE CREAM

We call it BANANA STRAWBERRY. Yet it's so different, and you'll enjoy it so much (it's got a special kind of luscious fresh fruit flavor) we'd like your help in thinking up a better name! So taste it, name it, and if your entry is chosen one of the 100 best, you'll win a year's supply of ice cream! (A gallon a week for 52 weeks!)

So easy to enter! Just check the details on the end flap of the Banana Strawberry carton—or ask for an entry blank at your Sealtest fountain. Then send in your suggestion, along with the name of your Sealtest dealer. It's simple, it's fun—and you might be a winner!



**100
PRIZES**

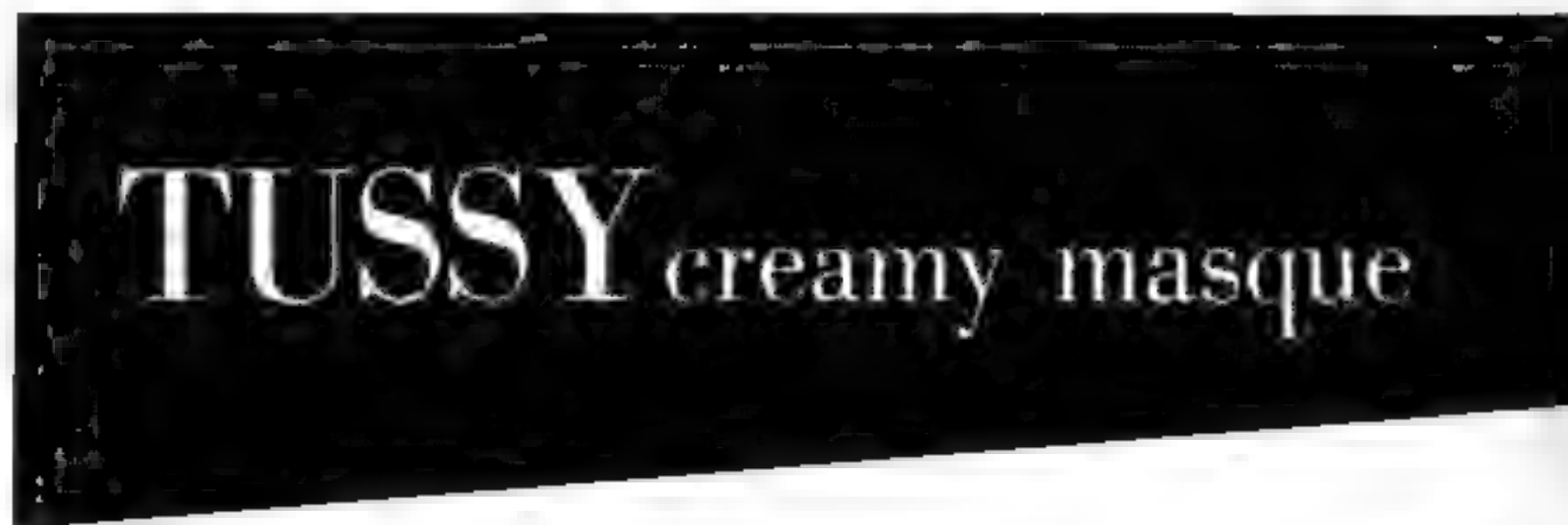
MORE PEOPLE ENJOY **SEALTEST** THAN ANY OTHER ICE CREAM

T

o wake the sleeping beauty in your skin... touch it back to life with Tussy Creamy Masque. Minutes later, you'll feel this triple-action treatment work its magic. You'll almost sense it clean deeper than soap... "lift out" blackhead-forming grime and oil. And when you rinse away Tussy Creamy Masque—believe your eyes. It's there—the clarity, the fineness and the rush of new, young color you want to face the world with.



to be as lovely as you can be...



9 oz. jar \$3... 4 1/4 oz. \$1.75... 2 oz. \$1. Plus tax. On Canadian counters, too... Her lipstick... Tussy's Contraband

ADP/1288





Heritage

...of lasting beauty

Center of the family gathering? This inviting table is set with Heritage, the pattern in 1847 Rogers Bros. that is everything "family silver" should be. Richly, handsomely decorative. So deeply sculptured its beauty lives on and on. Unmistakably America's finest—and most cherished—silverplate. Wouldn't you be proud to have this Heritage in your family?

Buy services to suit your need at terms to suit your purse. Services for 8 from \$69.75. No Fed. Tax. Also made and sold in Canada.



1847

1847 ROGERS BROS.

America's Finest Silverplate

Made only by The International Silver Company

NATURE

A MOLA MOLA BRIEFLY SEEN

For a brief five days recently, visitors to the windowed tanks of Florida's new Seaquarium had the opportunity to ogle a rarely captured leviathan—the Mola mola, or giant ocean sunfish. The five-foot, 400-pound fish, which consists mostly of a huge head with a pair of long fins and a rudderlike tail attached, was the first large-sized member of its species to be brought ashore alive in over a decade.

The Mola mola was caught by sports fisherman Sol Solomon, who was trolling for dolphin in the Gulf Stream. Solomon spotted it basking sunfishlike while floating on its side, tossed out a line which the Mola mola seized. Then Solomon lashed his captive to the side of the boat and headed for the Seaquarium. At first the big fish refused to eat and had to be force-fed. Then it grew accustomed to the tank and circled it leisurely for hours on end. But on the sixth day the Mola mola died, apparently from injuries suffered during its capture.

MOUTH AGAPE, the Mola mola peers from tank. Instead of weaving through water like most fish, it moves by waving and feathering its two long fins.



FORCED FEEDING starts as one of Seaquarium's feeders pushes pieces of squid into fish's mouth. It spat out the first few bites, then ate the rest.

A HEARTY HOIST lifts fish from tank after death. Sad attendants held an underwater funeral for the short-lived prize before hauling it out for burial.





MOVIE SHOWS HOW, EARLY TAKE-OFF MORNING. CURIOUS CROWDS FOLLOWED SPIRIT OF ST. LOUIS AS IT WAS TOWED IN RAIN FROM CURTISS TO LARGER



MOMENT OF DECISION in movie came after start of engine. Not rain, storm, worse weather was coming right but all Lindbergh's experience showed it to

An Epic Film of

The modern, big-budget spectacle, starring Gary Cooper, shows the same barnstormer, a transoceanic May machine, in 1927, on Long Island. A new, in-place director, taking wing and cloth, its tail skid hooked to a truck, is towed to take off at the Roosevelt Field. Out of an intimate, less-than-ideal, crowded and solemnly watched as a solemn, no-movie-carnival, a crowd graduated to a bushy, cagey, and crowded crowd and sent the heavy-laden craft painfully laboring north. For nightfall, the Spirit of St. Louis flew a great circle route over water and Charles A. Lindbergh's lights at its controls, thousands hung on their faces. At the Yankee Stadium

IN PARIS, LE BOURGET FIELD FILLED AS THE FLIGHT NEARED ITS END. HERE





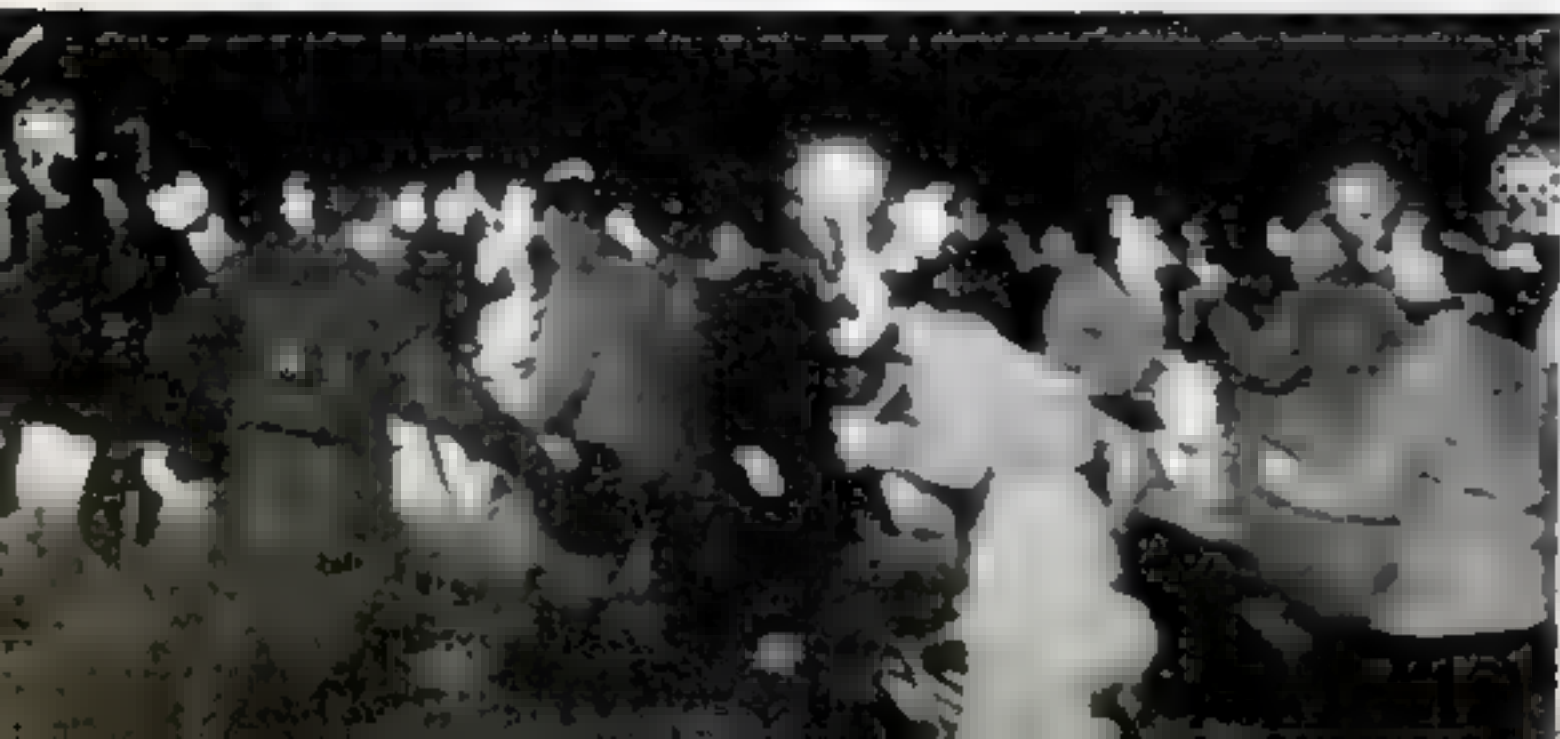
ROOSEVELT FIELD, IN MOVIE AND LIFE LINDBERGH FOLLOWED BY CAR WORRYING BECAUSE PLANE LOOKED HEAVY AND UNFLYABLE LUMBERING BETWEEN FIELDS

a Famous Flight

10,000 people at a prizefight stood and prayed for him. Next day in France, 3,600 miles and 33½ hours from home, he set his plane down on Le Bourget field and the whole world (see pp. 108-110) went wild.

Suddenly everyone was excited about aviation. Flying was no longer the exclusive field of reckless farnoughts. Prudent banking money was available to found new airlines and finance aircraft companies. Now in a Warner Brothers movie, made by Leland Hayward and Billy Wilder with James Stewart playing Lindbergh, Hollywood has tried to recapture that tremendous thrill of 30 years ago. Helped by loving looks at aviation's barnstorming beginnings, it emerges as a line him to see

MOVIE CROWD BREAKS DOWN FENCES AND RACES OVER FIELD TO GREET PLANE



MOMENT OF DANGER followed landing when—as movie shows—crowd pulled him from plane. It shows how he was rescued from mob by French army pilots

LINDBERGH CONTINUED

Flashbacks over the Atlantic



AS THE ENDLESS HOURS DRUM ON, LINDBERGH (JAMES STEWART) REMEMBERS HIS EARLY FLYING DAYS



HE RECALLS MOTOR FAILURE IN A SNOWSTORM



HE REMEMBERS PARACHUTING INTO CORNFIELD

A JENNY GYPSY, Lindbergh dreams back to days barn-storming the famous World War I trainer around the country and sleeping at night between its wings.



FLYING FARMERS, Lindbergh made his living selling rickety old cars for a 10-minute flight. In the movie he offered his farm to a money-hungry pilot who was killed.





“How about refueling with Postum?”

A relaxing cup of Postum always hits the right note. For Postum has a *unique* flavor all its own . . . that adds a special flavor to gatherings like this.

Postum is *different* from everyday hot drinks . . . with a grain-rich, slow-roasted flavor you and your whole family will enjoy.

And Postum helps top a busy day or a dancing evening with a good night's sleep. It's 100% *caffeine-free* . . . really safe for you *and* your children.

Postum costs less than a penny a cup. Try this pleasant beverage change today . . . your whole family will come back for more Postum!

Enjoy Postum, the hot drink with a different flavor . . .



A Product of General Foods

Film Only Started the Story

by J. CARLISLE MacDONALD

THE first time I ever heard of Lindbergh was in a cable from my New York office. It was May 13, 1927, a week before his great hop. I was an eager young foreign correspondent in those days, attached to the Paris bureau of the New York *Times*. "Just bought world news rights to Lindbergh flight," the cable said. "Lindbergh instructed silence except to *Times*. Prepare to isolate him." I got the job. But it looked like another teary obit about a brave and foolish flier.

My story begins just about where the movie left off. When Lindbergh was sighted over Dingle Bay, Ireland, I knew I had red-hot news on my hands. France began to go wild, and in the office we began to make elaborate plans to spirit him away from Le Bourget. We had a fast car ready, a relay to a man first in line at the cable office and stenographers with pencils poised at the bureau. By the time he was spotted that evening over Cherbourg five of us were waiting for him at the field. It was my personal responsibility, however, to nail him down for the story.

He was late arriving. Four hours went by in the cold and damp, and the already large crowd swelled to breathtaking proportions. Then at 10:20 p.m. I heard a motor and the landing fires caught a small, white minnow of a plane approaching the field. It was Lindbergh. Skirting the police line, I lunged out across the field at a run, determined to get there first. Reaching the plane bare seconds after the propeller stopped turning, I waved and yelled frantically to get the attention of the face in the cockpit. But it was hopeless. A moment later I was sprawled on the ground, hit by a bicycle—and suddenly there were bicycles and people everywhere. Scrambling to safety under the plane's fuselage, I looked back and saw one of history's most awesome sights: a hundred thousand wildly cheering Frenchmen pouring down upon the little plane.

The happy thunder of that reception rolled around and around the world in the next few weeks. Looking back I can hardly believe we made such a fuss. Probably no single man has ever caused such an international epidemic of hero worship. Hailed as the "Columbus of the air," Lindbergh received three million ecstatic letters from admirers. Dishes, streets, airports, babies and a town were named after him. People could not give him enough. I watched kings, presidents, cities pin over 15 decorations on him, from the French Cross of the Legion of Honor to our own Medal of Honor.



POPULAR MEN OF LONDON, Lindbergh and the Prince of Wales meet at Derby Ball in Albert Hall.

In my first meeting with Lindbergh I found out for myself that this was no ordinary hero. It was in the wee hours of the morning after the flight. Having lost him to the crowd at Le Bourget, we decided to return to the office and cable a first story of his arrival to New York. The 12-mile drive was choked with frantic Frenchmen returning to report to their friends mixed with Frenchmen coming out to see for themselves. It took us three hours. I was afraid another paper might get to him first and had no idea where to find him. I made a lucky guess and tried the embassy. Once there it looked like a cold lead. Few lights were on, no cars jammed the street. But at the door Parmely, Ambassador Herrick's son, said cheerily, "Come on, Mac. He's upstairs talking to Father." I was in and, as it turned out, had the other papers outguessed for three quarters of an hour.

Brought into the ambassador's bedroom, I saw a boy of a man seated on the bed, dressed in the ambassador's voluminous pajamas. He had a glass of milk in one hand and a large sandwich in the other and was thoroughly enjoying himself. It seemed hard to believe that this was the conqueror of the Atlantic. Gangling, smooth-faced, with disheveled hair, he looked more like an overgrown Tom Sawyer.

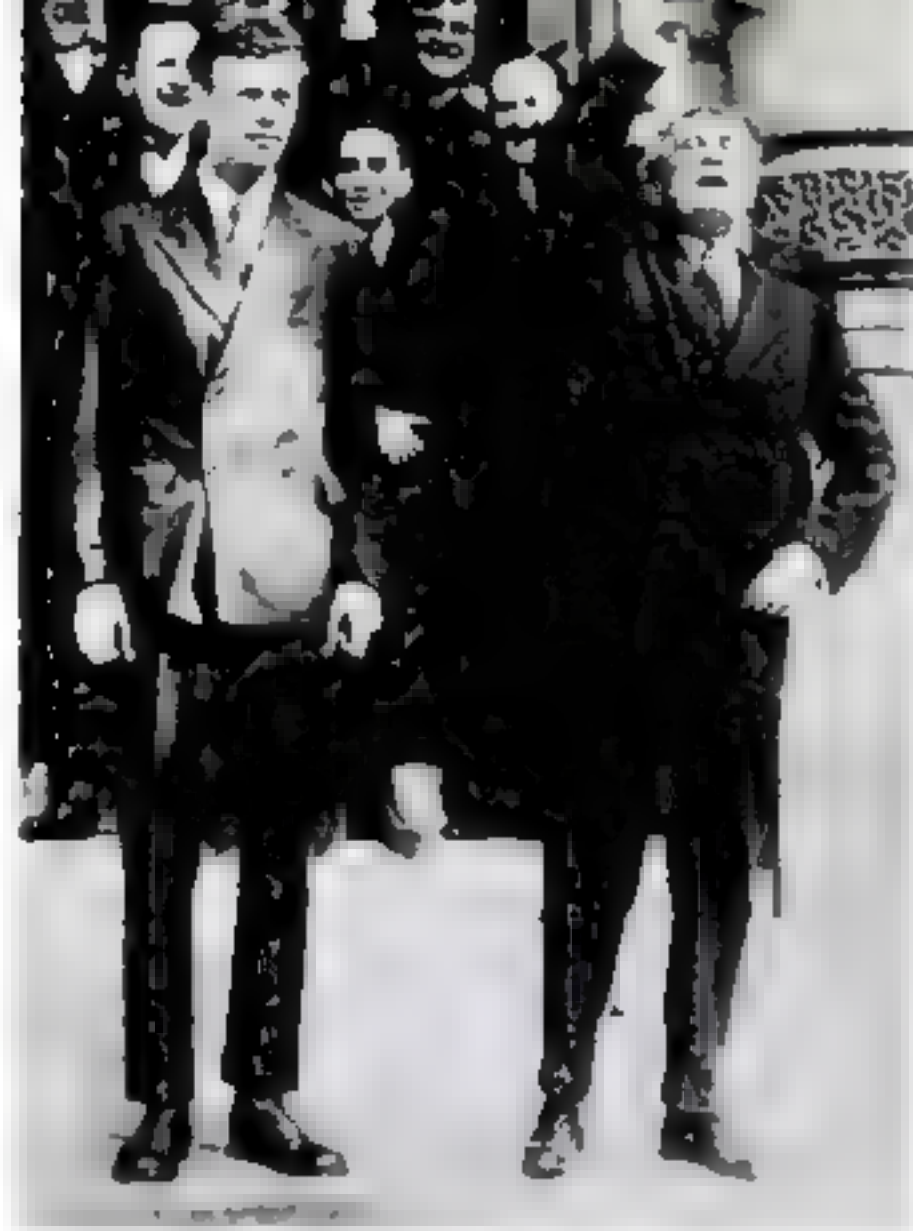
A young man of integrity

I SOON realized how completely I was underestimating him. Welcoming me with great poise, he spoke immediately of his obligation to the *Times* and cheerfully gave me a half-hour interview. This was at 2:30 in the morning. He had not slept for 63 hours since leaving New York, yet he was wide-awake, coherent and most cooperative. Later, when reporters from other papers arrived and clamored to see him, he stuck by his contract with the *Times*. "You had the faith to back me when not many others would, so I have faith in you." I could barely believe he was true. In deference to the world importance of the story I took it upon myself to release him from the contract and let the other correspondents talk to him. I never regretted it. Through all the giddy weeks afterward, when syndicates and movie moguls bid millions for his story, he remained true to the *Times*.

If I was howled over, the French almost went out of their heads. Then Belgium and England in turn competed to do him honor. And if Lindbergh was feted almost every night and noon for two weeks and paraded down the main streets of three capitals, it only meant that I was too. The *Times* wanted every thinkable angle of the world's biggest news story covered in detail.

France loved everything about him. He could do no wrong. And the modesty with which he painfully tried to get out from under so much praise only brought him more. With his modesty went touching generosity and compassion. To Louis Bleriot, first man to fly across the English Channel, I heard him say with all sincerity, "You will always be my master."

He was blunt, too, but no one minded. It was honest. He refused to answer vague or silly questions such as whether he liked blondes or brunettes. I heard him tell a gathering of French notables that the roughest part about



CHEERS IN PARIS greet pilot and Ambassador Herrick. Behind ambassador is Author MacDonald.

flying the Atlantic was landing. They loved it. He might be very straightforward in a speech, but he always concluded with the little grammar school bow and enchanting smile that gave his youth away. And when he received a ceremonial kiss, he would blush scarlet.

For the French, the best part of his youth was his innocence. I once heard him gamely tell reporters, "Yes, I like to dance—or I think I would if I knew how." But the touch that was almost too much for the French was the report that, on landing at Le Bourget, his first worry was that he had no visa.

French reaction was cataclysmic all that first week, with crowds breaking police lines everywhere he went in hope of touching him. When the city presented its gold medal to him I was caught in a jam so tight that I could lift both feet off the ground and stay upright.

But Lindbergh was growing weary of his hero role. First he had told himself he was doing a service to his beloved aviation by playing along. Now it was beginning to try his patience. Daily cables from the U.S. pleaded with him to come home. Finally when President Coolidge offered him and his plane passage back on the cruiser *Memphis*, he saw a chance to get back to his normal life and good temper. He accepted.

Once he was aboard the *Memphis*, again among Americans, he did relax considerably. He felt guilty, he said, about crating up the *Spirit of St. Louis* for such a tame voyage home. By this time we got on very well.

Little did he guess the amount of publicity that had gone before him. The receptions that awaited him in Washington, D.C. and New York were planned to be the biggest he had yet endured. I was to see him lauded by President Coolidge in a nation-wide radio address, be first to receive the Distinguished Flying Cross, ogled by four million people in a New York City parade and finally sent out on an 82-stop tour of the U.S. I myself was to be offered \$1,000 by a little man who said he only wanted to shake hands with him. "I won't say a word to him," he assured me.

On the *Memphis* I had some inkling of what was pending and tried a couple of times to brace him for the worst. As we steamed into Chesapeake Bay, on June 11, I remember standing with him on the bridge waiting for a reception the Army and Navy had cooked up for him. We talked of the future. "It's going to be good to go back to being just Charlie Lindbergh again," he said. I shook my head and said, "I'm afraid you can never go back completely now."

CONTINUED

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IN TRIUMPH ABROAD, Lindbergh taxis (lower right) at Croydon Airfield, England. Earlier he had gunned his craft into the air after landing to save people from being crushed by whirling propeller. Picture taken in 1927 shows how safely down he and *Spirit of St. Louis* were being engulfed by a crowd topping 100,000.

IN TRIUMPH AT HOME, Lindbergh as 10-year-old crows picture shows, was escorted by 400 bunting-bedecked harbor craft. He rode up bay on city boat *Union* from Narrows, where he landed in a seaplane. Here any later in day he received the greatest reception New York ever accorded a hero in war or peace.



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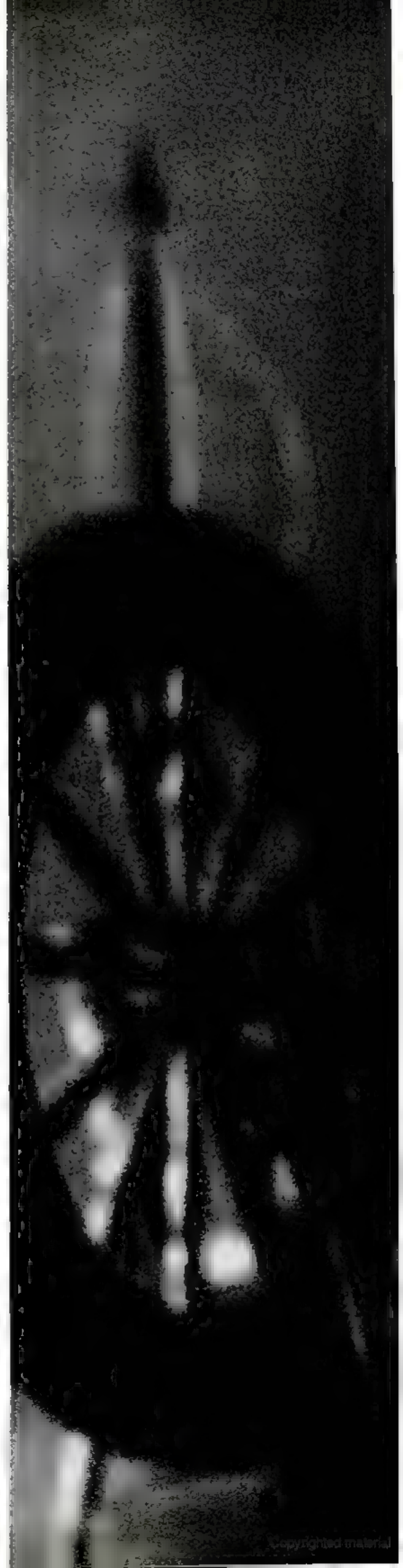
Living Insurance will guarantee these, while it gives you — and your family — freedom from worry to keep the years you share bright and joyous. Call the Man from Equitable. You'll like the sound — and the good sense — of Living Insurance.

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"Song Time"
Photographed by
LEONARD NONES





TRADING STAMPS BECOME A



CHAMPION STAMP-SAVER. Mrs. Mary Lucy Barker of Lincoln, Neb., sits surrounded by the premiums she has earned over 52 years of collecting. She has spent an average of \$1,000 a year at various stamp-giving stores and has traded

over 520,000 stamps for such items as cake plates, glassware, dolls and stuffed animals for her children, lamps, a roasting pan, luggage, cutlery, glasses and kitchen canisters. Biggest single item was luggage which cost 15,000 stamp books.

STICKY NATIONAL QUESTION

Housewives give up time, money and convenience to get 'something for nothing' while economists try to figure who really is stuck with the \$600 million tab

by WILBUR CROSS

LAST week in Nashville, Tenn. a housewives' fight came to a climax. On Jan. 31 the state senate had passed a tax bill restricting the use of trading stamps. Before the bill could be passed by the house, Tennessee housewives rose to protest. Aided and abetted by a trading stamp company, they flooded the legislators with 40,000 indignant letters and postcards. Forming a Committee To Save Our Stamps, the women picketed the legislative halls (*below, right*) and won a public hearing for their cause. Despite their clamor, the house passed the bill anyway—largely because the anti-stamp forces were even better organized than the women.

Trading stamps, as every American housewife knows, are insignificant snips of paper three quarters of an inch by a half inch in size. They are perforated along the edges, gummed on the back and vividly engraved on the front with pictures of oilwells, cornucopias, ears of corn, lighthouses, globes and dollar signs. Given as a bonus for cash payment, principally by grocery stores, according to the amount of the customer's purchase, they are exchanged at a later date for a wide variety of premium merchandise (*left*). Trading stamps are worth only about $\frac{1}{4}$ of a cent each, but their impact on the shopping habits of the American consumers—and on the tempers of American businessmen—is staggering.

One out of every two American families saves stamps. More than 400 companies are engaged in the printing and selling of \$600 million worth of stamps a year, and new companies are entering the field every month. In the grocery field alone there are 90,000 stores that give stamps with every customer purchase, and altogether there are 170,000 stamp-giving stores scattered all across the country.

Any attempt, such as that of the Tennessee legislature, to interfere with trading stamps brings swift reaction. Trading stamps are at present outlawed only in the District of Columbia, but they are subject to restrictive laws in Washington, Wisconsin and Kansas. The anti-stamp forces are trying to lay down similar blockades elsewhere. Bills are pending in at least 21 other states but none is likely to become law without a struggle. In 1955 when North Dakota passed a law calling for a prohibitive annual fee of \$6,000 from all merchants handling stamps, furious stamp-savers raised such a ruckus and collected so many signatures on a petition that the law had to be submitted to a referendum. North Dakota shoppers then voted 2 to 1 to kill the law.

The housewives' ardent defense of trading stamps is fully matched by the ardent attacks of many businessmen who hate trading stamps. Egged on by this anti-stamp lobby, the state legislatures have tried to outlaw or limit the stamps in many ingenious ways. They have tried to label them as lotteries, attempted to drive them out of existence by high taxes and licensing fees, maintained that they violate fair trade laws or constitute unfair sales practices, and claimed that they are a form of illegal promotion. But the courts, to say nothing of the consumer, have generally sided with the trading stamp companies, and the anti-stamp lobby has little cause to cheer.

In the last two years trading stamps have multiplied themselves 224% in the food stores alone. They have been the subject of at least five national polls and surveys in the past year, as well as official reports by the U.S. Department of Agriculture and the Department of Commerce. They have inspired three universities, New Mexico, Denver and Indiana, to assign staff members to analyze the significance of stamps in the American economy and even the psychology of collecting and redeeming.

Trade journals have carried editorials like the one headlined "The Shell Game Called Trading Stamps." The Senate Committee on Small Business has spurred government groups to conduct inquiries into the effect of stamps on the consumer and especially on small businesses. The Federal Trade Commission, in response to what it calls "numerous" complaints, announced this January that it is checking stamps to see whether they constitute an "unfair method of competition."

In operation, stamp plans are simple. Although the stamps are worth only a fraction of a cent each, their value builds up as they are collected, dozens at a time, and pasted into the blank pages of stamp books. The books hold from 1,200 to 1,500 stamps. To accu-

mulate that many stamps the consumer has to make purchases totaling about \$130 in value. Most stamp plans operate on a 2.5% basis, which means that the shopper accumulates $2\frac{1}{2}\%$ worth of purchasing power (represented by 10 stamps) for every dollar she spends. The filled stamp book, therefore, is worth about \$3.40—not in actual cash but in exchange value toward some premium. The housewife has to fill at least one stamp book before she can exchange her file of paper for real merchandise. Some collectors have patience enough to save as many as 50 to 60 books before cashing in. Popular "one-book" items are pots and pans, cigaret lighters, mixing bowl sets and pillows, while the "big ticket" items—anything costing 20 or more books—include expensive luggage, silverware and jewelry.

After the housewife has built up a sizable bundle of stamps and can no longer bear waiting to cash them in, she either mails in her books and her order or, if she lives in a metropolitan area, presents herself at the special wonderland of the stamp plans. This is the "redemption center" where the stamps are turned in. It is run by the company which provides the stamp service for the merchant, and it is a world of bright and shiny merchandise. Here the determined collector can convert her hoardings into merchandise, the most popular items being electrical appliances, bathroom scales, aluminum kitchenware, sporting goods and luggage.

The stamp companies make their profit by buying their premium items from manufacturers in large lots at wholesale prices while selling stamps to grocery stores and other business concerns at an equivalent retail value. The grocery store may have paid the stamp company \$20 for the stamps which the customer finally cashes in for a toaster, but the toaster may have cost the stamp company only \$13.

The business has become so profitable that it has attracted what

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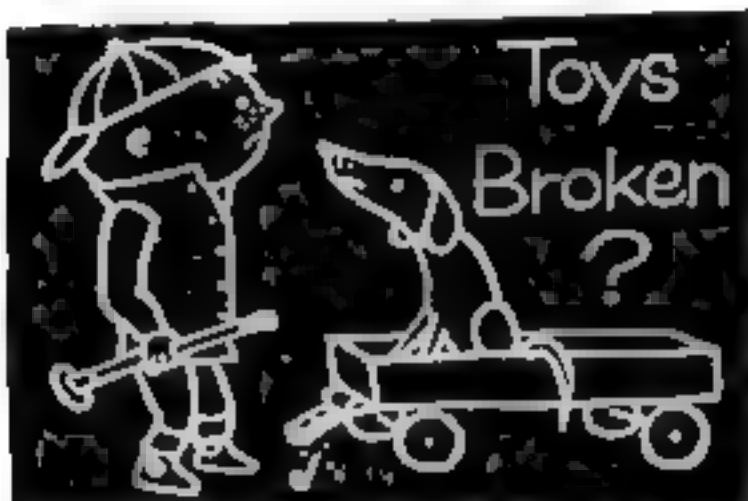
PICKETING HOUSEWIVES on steps of the state capitol at Nashville, Tenn. carry placards protesting the legislature's attempt to restrict the use of trading stamps. Women's stamp committee has 40,000 members, but their effort failed.

FIX-IT TIPS

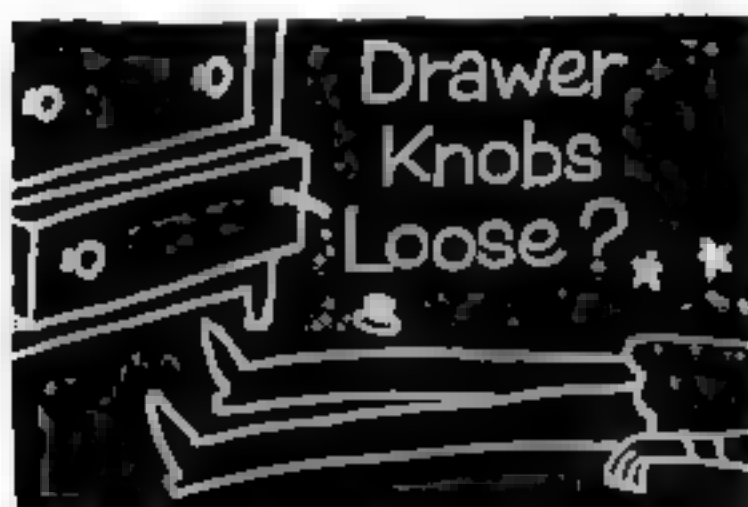
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Set things right with **NEW**
"PLASTIC WOOD"



PROTEST MAIL from Tennessee housewives objecting to restrictive stamp bill already totals 40,000 pieces and is still coming in at rate of 2,500 a day.

TRADING STAMPS CONTINUED

the trade calls "hotel room operators." These are con men who set up shop in a cheap office, buy a few premiums for display purposes, sell quantities of stamps to stores and then skip town without ever redeeming a stamp book.

Although the furor over stamps is a recent phenomenon, the stamps themselves have been around a long time. As far back as the mid-19th Century such large commercial organizations as the B. T. Babbitt Company and the United Cigar Stores had operated coupon systems as means of drumming up business. The modern trading stamp made its first appearance in 1890 in Milwaukee, Wis., where Schuster and Co. department store conceived the Blue Trading Stamp System. At that time it was limited to Schuster's. Six years later, Thomas Sperry, a silverware salesman working in Jackson, Mich., devised the plan which has contributed so much to the growth of the business recently, the independent stamp company. Sperry's idea was that stamps would find greater acceptance with customers if they could obtain them at several different types of stores in the same community.

The Sperry and Hutchinson Company, the firm Sperry founded with the financial backing of Shelley Hutchinson, was not only the first but is today by far the largest of the stamp companies. It has 60,000 merchants as customers, and its domain now includes nine large warehouses for storing premiums, some 500 redemption centers and more than 4,500 employees all over the country. Its exact volume of business is a secret, but in 1956 S & H grossed more than \$100 million. Consumer interest was so high last year that S & H had to print 34 million copies of its 48-page Diamond Jubilee catalogue, the largest single order ever placed in the history of business publication printing.

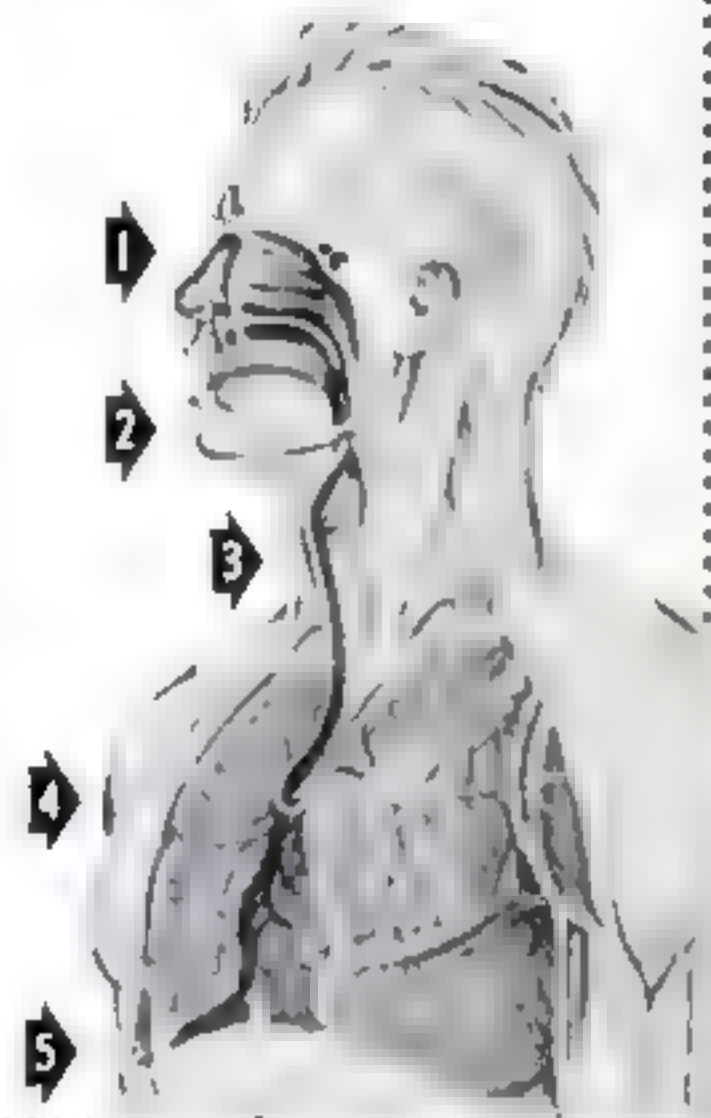
Newer companies have done exceptionally well too. Starting from scratch in April 1955, the Top Value Stamp Enterprises (now No. 2 in sales) was able to build up a \$30 million business in just one year, the bulk of it through food stores and other retailers who had never before given out stamps to their customers. King Korn, the third largest company, was organized in 1953. Today it has spread to 18 states where it has some 150 redemption centers, and President Peter Vold says that, regardless of what is shown in the 26-page catalogue, King Korn will give as premiums "anything from a toy train to a tractor if you have enough stamps." This offer includes plane fare for a vacation trip or a complete church kitchen—if enough parishioners get together and pool their trading stamps.

Though trading stamps may never replace currency, they are giving ordinary money a good run for itself. In Sacramento, Calif., a city where trading stamps have flourished, a store manager said, "People treat stamps the same as cash. You can't leave them around any more than you do \$10 bills." Ministers report finding

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Spring Air "Restlane"
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"I'm 104

**...and arthritis can't stop
me from enjoying life!"**



This photo taken Aug. 1956

"I've no secret formula for living so long," said 104-year-old William Perry, San Francisco, Calif., to a reporter from INS, "but I've sure got a secret weapon to fight the pains of arthritis and sore muscles... It's Sloan's Liniment! Must be more than 70 years ago that I first used it. Tried a lot of new pain-relievers since, but never found one which eased my aches like Sloan's!" Today, Mr. Perry and millions of fellow-sufferers still use Sloan's. It's all heat-producing liniment — not diluted with alcohol. Penetrates full-strength... helps relieve the tormenting pains of rheumatism, arthritis, muscular soreness good and quick. Ask your doctor!

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FIRST STAMP STORE at which customers could redeem books for premiums was established by Sperry and Hutchinson at Bridgeport, Conn. in 1897.

TRADING STAMPS CONTINUED

blocks of them, and even whole stamp books, in the offering plate on Sunday. Sacramento's Pony Baseball League survived a financial crisis by getting its 14- to 16-year-old members to go from house to house canvassing for stamps, which were then turned in to a local grocery store for cash. Stamps have frequently been used in lieu of money by bridge-playing housewives. In Fresno, Calif. the Golden Arrow and Prudential stamp companies made arrangements for blocks of their stamps to be honored for admission fees by 12 movie theaters and drive-ins. An insurance company once found stamps a successful come-on for getting people to fill out forms requesting salesmen to call, and a sewing machine company tried the same method for getting prospects to request demonstrations of its latest models.

Unlike actual money, however, the value of trading stamps can only partly be estimated by their accumulative buying power. To the serious aficionados each stamp possesses an intangible quality that makes it worth far more than its catalogue value of $\frac{1}{4}$ ¢. It is this invisible value that compelled one shopper who was accidentally short-changed two stamps at a grocery check-out counter in Cambridge, Mass. to send her daughter back to the store on the bus to retrieve the treasure. Cost of bus fares: 40¢. Total catalogue value of the two stamps: $\frac{1}{2}$ ¢. Real stamp bugs will drive long distances to fill their books. A woman from Brighton, Mass. takes pleasure in patronizing a store five miles from her home. "I know I'm paying more there," she said, "but I never would have gotten my suitcase if I didn't."

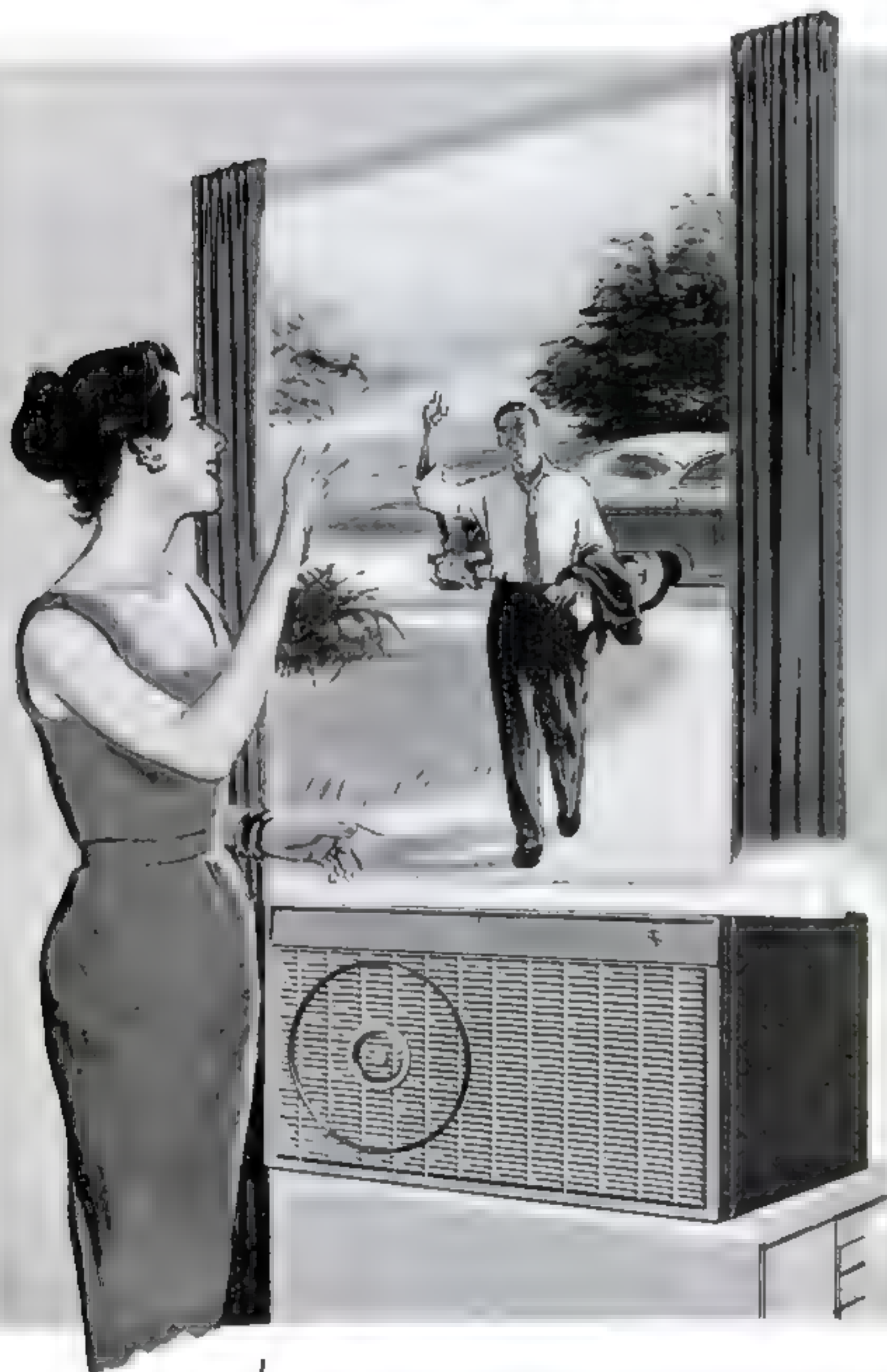
Neither the value of trading stamps nor the way the system itself operates has changed much since the earliest days. Up until 1951 trading stamps had grown slowly and steadily in popularity, but no one got excited about them. Why then the sudden flurry of activity and controversy in the last few years? Part of the answer lies in the growth of the supermarket, the spread of the shopping center, the increased use of the family car in marketing and the intense competition between large food chains. But all these trends have been in operation too long to explain the stamp craze on this basis alone. Before 1951 trading stamps were considered unlikely ammunition for any supermarket, whose competitive weapons were express check-outs, electric-eye doors, piped music, check-cashing, extended shopping hours, pre-packing, air conditioning and other flashy new developments. In fact, trading stamps had been looked down on as "a sales hypodermic" for the depression era. Among hundreds of grocers questioned in a 1956 survey by a trade magazine, *Progressive Grocer*, 81% had never used stamps before 1953.

Nineteen-fifty-three was the year of the explosion, and the scene was Denver, Colo. Denver, isolated physically and psychologically from other market areas, has long been a favorite jousting ground for retailers testing merchandise ammunition.

The trouble began when King Sooper, one of the city's leading chains, decided to gamble on a large-scale promotion of trading stamps. Other supermarkets entered the fray, and Denver soon had a commercial free-for-all on its hands. The chains tried to outclamor each other by offering double stamps on Tuesdays and Wednesdays, then double stamps all week long and triple on slow

CONTINUED

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with exclusive *Unimount** Compressor

— the "heart" of the 1957 Fedders that makes possible greater cooling power in 46% less cabinet space!

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... doesn't stick way out ... no ugly overhang to detract from the looks of your room or your home.



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New! **multi-room cooling without costly re-wiring!**

Now, you can have powerful 1-HP multi-room cooling without spending \$150 or more on re-wiring to bring in 230-volt current. Fedders "Thin...and Low" 1-HP Supreme uses regular 115-volt electricity — runs on any circuit that a standard $\frac{3}{4}$ HP 12-amp model can use.

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SHOPPERS' DELIGHT for trading-stamp addicts is the supermarket where the week's groceries for a family may bring a bonanza of 300 or 400 stamps.

TRADING STAMPS CONTINUED

days, and then triple all week long. It was carnage for the combatants but wonderful for the onlooking housewives, who eagerly accumulated the spoils of battle and finally hit the jackpot when the Save-A-Nickel stores inflated the value of stamps to about eight cents on the dollar by offering quadruple stamps every day of the week. Finally the stamp companies got together and drew up an enforced truce that prevented any of the stores from giving out more than one stamp for each 10 cents' worth of purchase. "We're single again," proclaimed King Sooper in a newspaper advertisement, at the same time boasting that its stores would always "stay married" to stamps.

Although the Denver battle will never be repeated by any companies interested in avoiding suicide, the same basic principles of economic war soon spread across the U.S. There are a good many more battlegrounds this year than there were in 1953 and considerably more now than there were just six months ago. Six of the top 10 supermarket chains in the country now give out stamps, and the others show signs of weakening. The major hold-out is A & P.

To the consecrated stamp-saving housewife the intricacies of economic war matter little. Her only concern is more stamps, and her grim determination finds its eventual reward at the redemption center, where one study has found "the public is harder to deal with . . . than in any ordinary retail operation." A clerk in a redemption center in Atlanta complained, "Sometimes they carry on awful. They ask for the biggest thing on top of the tallest stack in the far corner of the stockroom, and when I stumble out with it they've decided on something else."

'Free' Christmas presents

STAMP-SAVERS are a persevering lot. Many start collecting in January with a view toward spending on Christmas presents in December. Some stamp-savers load their shopping baskets just before Christmas with enough cans of soup for the next six months, or a freezer-full of the best bargains in meats, just to get a big enough wad of stamps to fill the last couple of books. But for the most part the women who crowd the redemption centers have been faithfully collecting for a long time. One woman walked into a redemption center in Sacramento with two books which she exchanged for percale sheets. "I've been saving these since I was a child," she said. "They have been full for many years, but I've been keeping them for sentimental reasons." Most stamp companies place no time limit on redemptions and will pay off on any stamp they have ever printed, no matter how old. Fifty years ago Montgomery Ward had a stamp plan with a 24-page yellow section in the back of its catalogue listing premiums like brass spittoons and antimacassars. The plan was discontinued in 1908 as "a bad mistake." But there was no termination date and people still find stamps their grandparents had collected and turn them in for merchandise.

While women make up the great majority of stamp-savers, the stamp companies have tried hard to attract male interest. Shiny fishing reels (two to five books), outdoor grills (two to eight books)

CONTINUED

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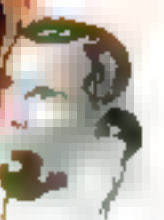
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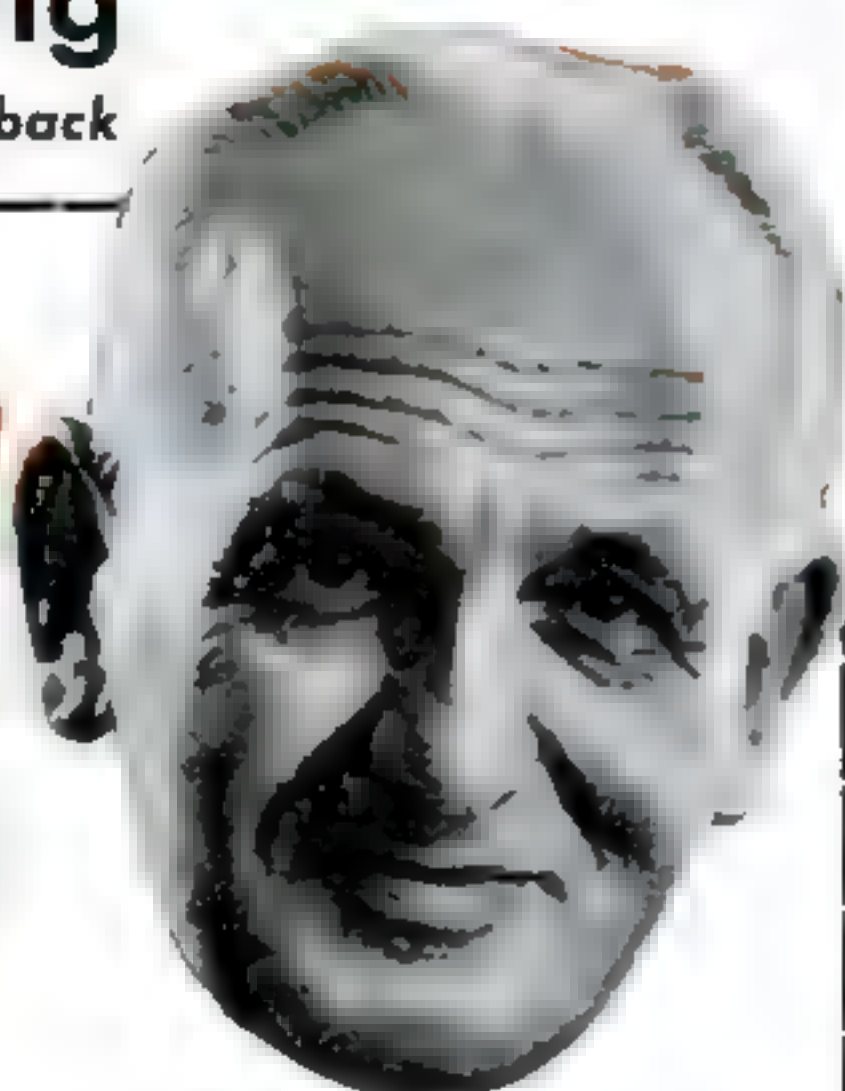
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REDEMPTION CENTER of the S&H stamp company at Hempstead, N.Y. offers 1,500 premium items as rewards for stamp-savers. Store redeems an average of 2,500 books a week representing consumer purchases of \$300,000.

TRADING STAMPS CONTINUED

and power mowers (20 books) can now be found on display in many centers. But male interest is spotty, and even when men start showing interest they may find themselves in trouble. One man went into a redemption center on the West Coast with his wife, and while she talked to the clerk he browsed around. Finally, sighting a camp lantern priced at four and a half books, he took it to the counter. When his wife saw that he meant to buy something for himself, she went into hysterics and ran crying from the store.

Few wives are as fortunate as the woman in Pueblo, Colo. who was able to turn in 1,300 books to the W. B. Gunn Trading Stamp Company and drive away in a new Buick worth \$3,300. She ran a restaurant and had been collecting stamps from the butcher for three years.

Among the most vociferous opponents of stamp plans are trade organization representatives like Mel Otto, secretary of the Denver Retail Grocers' Association, who states frankly, "Trading stamps are the most damnable thing that's ever hit the food business." Organizations like Otto's feel that in one way or another some of the profits of their businesses are being channeled into alien organizations, i.e., the independent stamp companies. The stamp company is, however, a much more clearly defined target than the other industries to which retailers contribute chunks of these profits: the premium companies and appliance manufacturers from whom they buy items, the broadcasting stations and newspapers to whom they pay money for advertising, and even their own personnel, who must spend a large part of their time in stamp "merchandising." An executive of the Associated Food Retailers of Chicago recently summed up many businessmen's views on trading stamps when he described them as "prostitution at their best, economic insanity at their worst."

'Something for nothing'

AMONG anti-stamp forces the chief argument is that the housewife is deluding herself if she thinks she is getting "something for nothing." This argument may well be true but it has little effect. Even though the housewife may know perfectly well that she will eventually pay for the merchandise through increased prices or a reduction in services, she goes right on collecting stamps.

Somebody must be paying, the opponents argue, when the largest stamp company alone buys more small appliances than any other retailer in the country outside of Sears Roebuck and Montgomery Ward. Some small appliance stores are antagonistic to stamp companies because they feel the stamp people flood communities with merchandise that might otherwise be bought directly from the local merchants. Just last year Sears Roebuck had to abandon a stamp plan of its own because of opposition from hardware and appliance stores in the localities it tested. The stamp people, of course, have a counter-argument. Peter Volid of King Korn explains, "The merchandise a woman gets with stamps are extra items she would not normally buy anyway. But she gets a lot of ideas about other things she would like and she goes out and buys them at the hardware or appliance store later on."

The one undeniable fact in the whole controversy over who pays

CONTINUED

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Unlike "candy" cough drops, Luden's Medication actually works to clear up your nose, soothe your throat. Get this fast, medicated relief **TODAY!**

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ULTIMATE BARGAIN in trading-stamp scramble for trade is predicted in Charles Adlams' cartoon showing a common sign in a funeral parlor window.

TRADING STAMPS CONTINUED

is that the stamp companies charge the merchant an average of 2¢ for the stamps he gives out on every dollar's worth of his gross sales. A few stores simply take this out of profits, but stores generally make up this cost in one of five different ways:

- 1 raising prices or carrying more high-priced items
- 2 offering fewer low-price "specials"
- 3 increasing the total volume of business
- 4 giving less service
- 5 taking money from the advertising budget.

If the merchant ups his price 2%, the consumer pays. But at the same time, the consumer who collects stamps eventually gets back some of his money in premiums, and the only ones completely short-changed are the customers who don't bother to save stamps. Some people argue that even the stamp-saver loses because the basis of comparison is "list price." Stamps with a redemption value of \$20 are actually only worth about \$14 on items that could normally be bought at a discount house.

If the merchant gives less service he is likely to inconvenience his customers and not save enough to pay much of the cost.

If the merchant cuts into his advertising budget, the newspapers and radio stations lose out, and the merchant himself may lose volume instead of gaining it.

Since each store operates differently and since most use combinations of the above systems, the question of "who pays" depends on where a person shops, how fierce the competition is, how efficiently the store operates and other factors so involved that even economists hedge on the answer. In an effort to find out just what the ordinary shopper should do about stamps, *Consumer Reports* made a survey last fall and decided that trading stamps are no more of a financial burden to the consumer than other forms of promotion and advertising. Ultimately the consumer must pay for all promotion and advertising, but trading stamps at least give him something for his money. Stamp-saving is worthwhile, *Consumer Reports* said, provided that the store is conveniently located, that the shopping conditions in the store are good, and that the prices are competitive with those in other stores.

While merchants and economists worry and calculate, customers do not really seem to care. Recently a business publication reported cases of stamp-saving customers who were irate because a butcher had slashed meat prices so low that they were being



“I’m going to let this out in more ways than one!”

“That shop’s going to hear from me—and so are my friends! Imagine a salesgirl telling me there’s no difference between ‘completely washable’ and ‘Sanforized’! There’s a difference all right—you can see it after just one washing!”

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Every “Sanforized” fabric must pass this rugged shrinkage test: boiled, washed for an hour, checked by the “Sanforized” inspector.



Cluett, Peabody & Co., Inc. permits the use of its trade-mark “Sanforized,” adopted in 1930, only on fabrics which meet this company’s rigid shrinkage requirements. Fabrics bearing the trade-mark “Sanforized” will not shrink more than 1% by the Government’s standard test.

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ADVENTURES of COL and GATE



COLGATE SHAVE CREAMS



TRADING STAMPS CONTINUED

cheated out of the customary wad of stamps they could accumulate through meat purchases. Little did it matter to them that the stamps for a pound of hamburger would only pay for 1/4,000th of a vacuum cleaner.

A Colorado housewife said, "I'm devoted to stamps. I know we're paying for them somehow, but it's fun pasting them in. It gives me a feeling of worth." Said a Los Angeles store manager, "One of our minor problems is getting lady shoppers to pick up their change. A housewife will come up to the checking counter with a cartful of groceries and a \$20 bill, ask for her stamps and get them and then walk off with the groceries and the stamps, leaving three or four dollars' worth of change on the counter. This has happened so often it's a standing joke."

Stamp activity at service stations is just as furious as it is in the supermarket. When a service station offered gas at 30¢ per gallon without stamps or 31¢ with stamps, some 60% of the customers elected to take the 31¢ gas, even though simple arithmetic would show they were taking a loss. "What do you mean, do I like 'em, don't I like 'em?" bellowed a Boston gas station operator when asked for an opinion. "I'm married to 'em!" The San Francisco owner of an emergency towing service said, "It's funny how many times I have to bring gas to people who collect stamps. They tell me they keep passing up stations looking for ones with stamps. No stamps, no stop. Then pretty soon, no gas."

After gas stations comes an incongruous list of other types of retailers who hand out stamps: drugstores and hardware stores, laundries and dry-cleaning establishments, jewelers, barbershops, beauty parlors, department stores, florists, dairies, bakeries, greenhouses and feed stores. Not long ago in Oklahoma City a monument firm offered a Christmas special: with each grave marker purchased on Saturdays or Mondays, double stamps would be given.

While the "Battle of the Stamps" raged in Denver in 1953, everyone thought it was a temporary tempest that would vanish as soon as some smart supermarket came along with a different gimmick. But General Manager Ralph deGidio of Miller's, the second largest chain in Denver, voiced a gradually accepted trade opinion when he said, "Frankly, we felt it would be just a fad and then peter out. Instead it has become almost a way of life." The established stamp companies have been pointing out right along that since stamps have been making steady headway for well over six decades, there is no reason why they should not continue in good health. Last summer *Progressive Grocer* stated that stamps are not only an integral part of American food retailing but that their importance will probably increase before it diminishes.

Claims that the trading-stamp stampede is just about over may have merit. But there seems little likelihood it will meet either a rapid or complete demise, partly because stamp plans have become part of the country's economic structure but more importantly because of one simple, unarguable truth, pointed out by almost every survey ever made. Women like them.



CANCELING STAMPS at S&H redemption center, stockman feeds books into machine which punches holes in every stamp at rate of 1,200 books an hour. Canceled books are kept until auditor can check them, then are burned.



... with SELF-ADHESIVE STIX, the easy-to-do plastic decorating material. And what a cinch to keep clean! STIX is washable, waterproof, soil-resistant—stubborn stains just wipe off! Perk up your furniture, line your closets, drawers and shelves. Use STIX in every room in your home.

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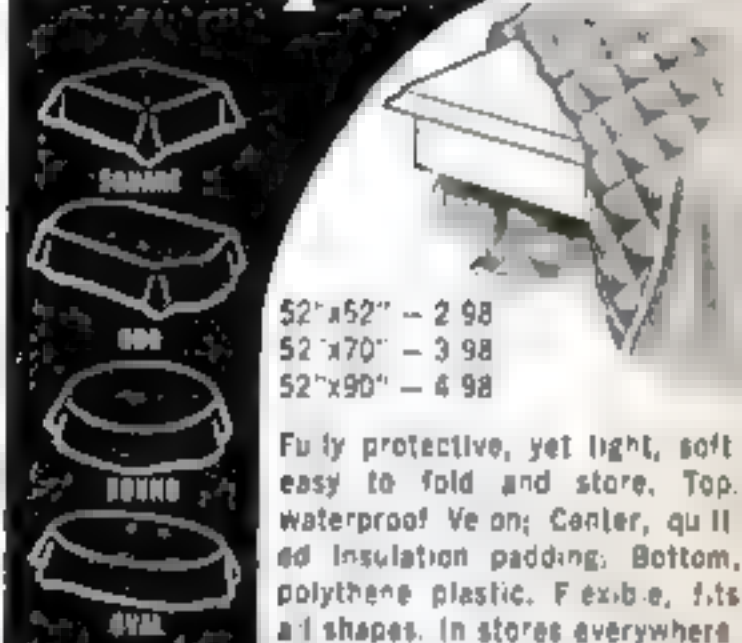
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Fairbanks, Alaska. December 4, 1956. Altitude: 4,000 feet. Weather: moderate wind and snow. The thermometer hit bottom at 42° below the zero mark

Today, in one of the most searching tests yet conducted by a spark plug manufacturer, the AC Spark Plug Division of General Motors made a series of trial runs under the most extreme climatic conditions to be found in North America. Here on the top of the world, winter strikes hard, and this winter is one of the hardest.

Against a backdrop of snow and ice, a 1957 Oldsmobile Holiday was put through its paces in temperatures almost too cold to believe. Tests were run with new AC Spark Plugs . . . then repeated under identical conditions with AC plugs that had already undergone a normal lifetime of use. These plugs received only the usual servicing according to manufacturer's recommendations.

RESULT: definite proof that AC Hot Tip Spark Plugs deliver plenty of power and efficient operation right up to recommended lifetime limits.

Ask your AC dealer to install a new set of AC Hot Tips. Get more power, better performance and greater economy for the kind of driving you do. See him today.

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Change plugs every 10,000 miles. And, when you change, be sure to ask for ACs, the spark plugs that deliver full power throughout recommended service life.



Dior Celebrates a Decade at the Very Top



AT WORK behind scene wide collection is shown for first time. Dior beams at applause-winning dress.

TEN YEARS AFTER 'NEW LOOK' MADE HIM FAMOUS HE IS STILL MOST RENOWNED NAME IN FASHION

The benign gentleman above is 52-year-old Christian Dior, the celebrated couturier who in 1947 was catapulted into fame as a master villain on a global scale. That year Dior, a skilled designer, sound businessman and possessor of great dramatic flair, bowed onto the fashion scene at a unique postwar moment when fabrics were skimpy, skirts were short and shoulders were bulky. With his New Look, Dior revolutionized women's wardrobes. But he saved big-time dressmaking and made his own name a household word on both sides of the tracks.

Ten years later, Dior is still kingpin of the Paris couture. Inspiring intermittent outcries that he has outmoded women's bosoms, hips or hemlines, Dior grinds out some

200 new designs twice a year and has never had an unsuccessful collection. The son of a fertilizer manufacturer, Dior started out as an art dealer, turned to designing when he was 30. In these rare photographs taken in the last busy days before his new spring collection opened, Dior is shown as the efficient boss of a big, well-run organization. No mysterious, temperamental genius, he is a cheerful, indefatigable worker putting in 13-hour days. He oversees every detail of a model's appearance from her hat to her walk—and it is he who decides the price of her dress. Curiously combining the talents of an artist with those of a corporation president, Christian Dior has proved to be one of the most durable famous modern Frenchmen.

← AT HOME, Dior pauses in the plush-lined sitting room of his Paris house for coffee and a glance at the morning paper before starting long prep work day. On wall are 1955 portrait by Bernard Buffet (top) and drawings by friends, the late Christian Bérard (below it) and three by Jean Cocteau.



DIOR CONTINUED

DECIDING on dress's effect while dining from tray in studio (*above*) or picking necklace from \$7,000 array (*below*), Dior works slowly, garbed in smock.



WHISPERING joke to mannequin, Dior mas-err-nuds 10-hour dress rehearsal. He is surrounded by key staff members who were getting first look at collection.



HOLDING LUY OF THE VALLEY FOR GOOD LUCK, BOSS PACES NEAR BATTERY



EMBRACING a head seamstress who brought half-finished dress on dummy for approval. Dior shows delight with the way in which his design is shaping up.



ADJUSTING VEIL of wedding gown, designer personally corrects set of head dress. He believes like doing uncle to all models, treated this one like a bride.



OF MODELS AT MAKE-UP TABLES JUST BEFORE THE SHOW ON OPENING DAY



PUFFING on candles of five-tiered cake presented by his staff, he celebrates 10th anniversary with a party at Lido nightclub. Doll's costume is not by Dior.



POINTING with gold-tipped swagger stick to charts with swatches indicating models' costume changes, Dior painstakingly plans the order of showing outfits



EMPLOYEES' CAFETERIA in basement serves meals for 21¢ to 60¢, depending on salary, and has capacity of 300. Typical lunch is steak, French fries and fruit or yoghurt with wine, coffee extra.

Handmade luxury in a big business

The house that Dior built is an impressive financial success. Backed by \$500,000 from French textile king Marcel Boussac, the firm began with 80 employees. Now it has 1,300, three-fourths of whom work directly at making dresses. The couture is largely a hand operation. At Dior, where 30 seamstresses share one sewing machine, the simplest design takes 80 working hours and a lavish evening gown may consume 500. Today some 60% of Dior's designs are sold to private customers, the rest to specialty shops or to manufacturers for copying. Although a Dior original costs around \$1,000, diluted U.S. replicas are turned out for as little as \$30. With representatives in 23 countries, Christian Dior, Inc. has become a \$15-million-a-year enterprise. Its label appears on perfumes, gloves, stockings, bathing suits, ties, men's apparel—a diversification which has won the business the grudging appellation, "the General Motors of haute couture." But the magic of the Dior name is renewed twice each year when the world's best-known dressmaker unveils his new creations (right).

BALL GOWN STOREROOM is balcony around dressing room from which giant skirts are handed down to be modeled. Big, heavy skirts of Dior ball gowns are separate from bodices but look one piece.





ANNIVERSARY HIGHLIGHTS are these new styles shown on Dior models. From left, short crepe evening dress with train flowing from waist; pale bulky three-quarter-length coat over navy dress; green tulle evening dress (seated) with wide draped skirt; anser cocktail dress with bloused top; strapless black

dress which has abbreviated train and a wedge cut from front of skirt; slim silk suit with belted bush jacket. On ladder, from left: silk afternoon dress with kimono sleeves and wrapped skirt; strapless white organdy dress with gold-embroidered tiered skirt; loose orange wool coat. The hats are also by Dior.

Something about that man...



Lies to hand in the smart decenter bottle

NEW ICE BLUE AFTER SHAVE

New aroma!

A unique scent-prolonger M-10 makes the ice blue aroma of New Aqua Velva really last. 1500 men tested leaving after-shaves. New Aqua Velva won hands down. And their girls loved it.

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A new skin conditioner. Humectin, in Ice Blue Aqua Velva "gives your skin a drink." It restores skin moisture removed by today's closer shaving razors and skin-purging push-button shaves.

New feel!

New Ice Blue Aqua Velva refreshes in a new way. It cools without bite-tingles without sting. Helps ticks heal faster, too. At better drug counters everywhere, 60¢ and \$1.





SARI HOOD of checkered silk dress can be worn down as loose collar. Pierre Balmain, who designed it, once worked with Dior at couture house of Lelong.

OTHER PARIS SUCCESSES

While the principal fashion focus of this spring's Paris collections was on Dior, at least half a dozen other Paris houses were among the front-runners. They did good business and made fashion news. Contrary to early rumors in the press, day skirt lengths remain unchanged in appearance. Evening lengths ranged from mid-calf to floor-sweeping trains everywhere as they did at Dior. There were plenty of styles to choose from, such as the Oriental drapery of veterans Lanvin-Castillo and Balmain (above) and the crisp, swinging tweeds of young newcomer Guy Laroche (next page). But the most talked-of costumes were still the easygoing semifitted suits of Chanel, who has almost singlehandedly revived a transatlantic interest in the casual look of the 1930s (LIFE, Jan. 28). Said a reporter of Chanel's traditionally off-hand showing, "Her clothes are so relaxed looking this year that I watched the collection a full 15 minutes before I realized it had started."



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Beautiful eyes are your most important feature, so bring out all their hidden loveliness with Maybelline, the safe, natural-looking eye make-up preferred by women of good taste the world over. Maybelline makes every woman's eyes beautiful. How very beautiful, you'll never know until you try

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Maybelline Iridescent Eye Shadow Stick, \$1
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Rain, sun, cold, Alligator is the coat you can depend on as you would a good friend and companion. In comfort, in draps, in fabric luxury, this is your kind of coat, the coat you'll live in. Choose from luxurious outercoats to feather-light rainwear, in many fabrics, styles and colors, all water repellent or waterproof, from \$9.50 to \$49.75. Shown: Alligator Gold Label, America's most wanted gabardine, in sleek, smooth all wool worsted. A truly outstanding value at just \$41.75.





NO SCRAPE, NO SCRATCH



NO WEAR AND TEAR



IF HAIR GETS ALL-DAY



ACE COMB CARE

Only ACE completely rounds and smooths each tooth: ends—sides—even between teeth. No sharp edges to scratch scalp or snag hair.

ACE
HAND RUBBER
COMBS

SMOOTHER • STRONGER • LAST MUCH LONGER



EASYGOING SUIT is worn open over loosely-belted blouse. Its designer, Chanel, was fashion arbiter of '20s and '30s, has recently made comeback.



FREE-SWINGING COAT of checked tweed is typical of the popular young styles of 33-year-old Guy Laroche who this year opened own couture house.

My constipation
worries are
over!



Milk of Magnesia
gives more complete
relief

than any other laxative which acts only on constipation... gives better relief than all of them—because it also relieves any accompanying acid indigestion. Three tablespoonfuls taken at bedtime work leisurely. Your sleep is not disturbed. When morning comes you get the relief you need to start the day feeling wonderful. Use Phillips' Milk of Magnesia—the best laxative money can buy.



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best fits your face . . . your clothes.

SPAN FLAIR™ . . . sophisticated collar for dress-up. Short point, medium spread, non-wilt.

SPAN SETLO® . . . the young, new look. Regular point, sloped low band collar with stays.

SPAN™ the traditional collar classic for every occasion. Regular point, non-wilt.

SPAN BLAKE™ . . . collar with high fashion touch. Short point spread with stays. Tie, 1.50



SPAN MAST™ . . . extra-comfort collar that helps slim the face. Short point, low band, non-wilt.

SPAN WYTHE™ . . . casual look for leisure clothes. Medium spread soft collar with stays.



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COLLAR-STRONG . . . the fibers are twisted for extra strength.

TECHPERL BUTTONS . . . extra lustrous, extra strong.

Your great shirt value...\$4



A LOP-EARED LAPIN

A suddenly lop-eared rabbit in New York City found himself in a forlorn but comical condition—his normally long and perky ears had wilted like limp leaves of lettuce. The rabbit's droopy predicament came during his role as a guinea pig at the New York University College of Medicine. Research doctors there, studying the action of enzymes, substances which

speed the body's chemical processes, had injected him with enzyme papain which comes from green papaya and is used as a meat tenderizer. For some reason the papain left the rabbit's ears so limp that they looked like a spaniel's. In a few days the ears straightened up of their own accord, but the doctors were still pondering the meaning of their collapse.



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